INFORMANT

JANUARY, 1948 "I will sing praises unto thee among the nations."—Ps. 57: 9, A. S. V. BROOKLYN, N. Y.

Light-Bearers Begin Four-Month Offensive

'Enlighten the Eyes of Men's Hearts' with *The Watchtower*

World-wide Quota Set at 300,000 Subscriptions

"Keep enlightened the eyes of the heart" (Eph. 1:18, 19), is the guiding thought chosen to direct our efforts during January, the first month of our present *Watchtower* campaign. One good reason for having the eyes of our heart enlightened is that we 'may know . . . the exceeding greatness of his power toward us who believe'. That exceeding great power has sustained His people, held back their enemies, and now opens up the way for an enthusiastic, world-wide presentation of *The Watchtower*.

Every servant of Jehovah should heed the Commander's call to field activity in this four-month offensive, thereby obediently and zealously demonstrating to Jehovah that His power is sufficient to make known the truth to others. Not only will we keep the eyes of OUR heart enlightened; we will take *The Watchtower* to others that their eyes too may be enlightened to Jehovah's purposes. Since *The Watchtower* is available in many other languages in this country at the same subscription rate as the English, there is added incentive for the widest possible distribution.

Favorable Opportunities

The very fact that in these difficult times Jehovah has provided us with sufficient paper to meet our magazine needs is evidence that this truth must go out now. With gratitude therefor, you may order all the magazines you actually need. After studying them yourself, give all in your territory, those whom you otherwise contact, and especially everyone who has shown himself of good-will, a like opportunity for enlightenment. Offer *The Watchtower* for one year at the subscription rate of one dollar, together with the gift of eight booklets as a premium. Where the people already have *The Watchtower*, or for other reasons do not take it, then offer *Awake!*; or if you believe you can place both together, you may do so. (See December *Informant* for alternative offers.)

Having engaged in many previous *Watchtower* campaigns, God's people should now be adept at its presentation. Always offer *The Watchtower* first, and for the next four months concentrate on getting it into as many homes as possible. Servants can build up enthusiasm for the campaign in all company meetings. Keep the matter before the publishers continually and assist them to effectively present the offer, by showing the best methods in demonstrations and discussions.

Quota

If every publisher in the world obtains at least two subscriptions, we should easily reach the world-wide quota of 300,000 subscriptions during the four-month period. Each company should set as its quota a total of double its quota of publishers. Hence, if a company has a quota of 40 publishers, the four-month quota for subscriptions will be 80. Always try to obtain full-year subscriptions.

All of Jehovah's people realize that merely obtaining a large number of subscriptions is not the final goal. *The Watchtower* will not actually benefit the people unless it is studied. If it is studied it will enlighten the eyes of those of good-will, assisting them to shun the old world and associate with God's people. Our objective, therefore, is to aid the people in carefully studying and then acting upon the message contained in *The Watchtower*, for by so doing they can be helped to gain everlasting life from Jehovah.

Circuit Assemblies

We must not overlook the part that the circuit assemblies will have in this campaign. The third coverage of the circuits is now beginning, and the new lecture, "Permanent Governor of All Nations," will be widely advertised and given. While at these assemblies, keep the presentation of *The Watchtower* to the fore. The instructive service meetings will high-light the most effective ways of so doing. All subscriptions obtained during circuit assemblies should be turned in through the local company organization where the assembly is held, so that the interest can be followed up and properly cared for.

So, with eyes fixed steadfastly upon the doing of Jehovah's will, and with a clear understanding of the purpose of our efforts, let us advance together with a unified front in this four-month offensive for enlightenment.

Sending in Subscriptions

The prompt handling of subscriptions by this office will be greatly facilitated if the following points are carefully observed:

1. **Be sure all names and addresses are correctly shown.**
2. **Place full name of company on each subscription slip.**
3. **Pioneers should place own name on each subscription obtained.**
4. **List all subscriptions on the Subscription Record Sheet (S-10).**
5. **Enclose all subscription slips with Subscription Record Sheet.**
6. **Enclose covering remittance with all subscriptions.**
7. **When sending ONLY subscriptions no Remittance Form (S-52) need be used.**
8. **Company servant carefully check all enclosures and sign properly.**

Publishers sending in renewals, either their own or others, should always send them through the company. CAREFULLY CHECK THE SHEET "HOW TO PROPERLY HANDLE SUBSCRIPTIONS", previously sent to all companies.

Pioneer Opportunities Expanded

New Arrangement Effective January 1, 1948

Goal: 10 Percent of Total Publishers Enrolled as Pioneers

Already applications for pioneer service are beginning to come in, accompanied by heartfelt expressions of gratitude and joy. And why shouldn't they? The hearts of thousands of Jehovah's servants still beat faster when they recall Brother Knorr's final talk at the "Song of Praise" Assembly at Philadelphia, during which he announced the new arrangement to assist more publishers to become pioneers, and, having begun, to continue without interruption.

New Quotas Make Part-Time Work Possible

The rising cost of living and the necessity of providing things decent for self and family has, with many, been one of the chief hindrances to continued pioneer service. The apostle Paul engaged in tent-making activities in order to be self-supporting and "accountable to no man". Now it will be possible for present-day pioneers to engage in part-time employment to meet their financial needs. It is therefore suggested that each pioneer who finds it necessary obtain some sort of part-time work. He may devote one-half of each day to secular employment, or two or three full days during the week, varying according to individual needs.

And how will this be possible? Beginning January 1, 1948, quotas for general pioneers will be reduced from 150 to 120 hours per month. That will mean that an average of four hours a day, one hour of which may be travel time, will meet the minimum requirement. Undoubtedly many pioneers will find it possible to exceed this quota, as they have consistently done in the past, and they are encouraged to do so.

The yearly quota of 1400 hours will be established. Thus, if seasonal work is available and desirable, a pioneer may put in 150 or 160 hours for a few months, and then take a full month off to gather sufficient funds for several months to come. In this way the full quota will be reached by the end of the year.

Secular employment should never be allowed to overshadow the work of greatest importance, the preaching of the gospel. The pioneer should set his own quotas so that he will not fall short at the end of the year. The Society will check the records of the pioneers every six months, and if any should not be meeting the quota it will be necessary to write the pioneer about his activity. All should plan from the beginning to work toward the 1400-hour yearly requirement and attain it.

Under this new arrangement, there will be no provision for suspensions. Each person who is on the pioneer list should continue to send in his report monthly, regardless of the number of hours devoted to field service. If the report is below the minimum of 120 hours, the reason should be noted at the bottom of the report. It is understood that each pioneer will devote as much time as possible to field service each month, even though engaged in secular work, for the ministry is his vocation. Back-calls and book studies should never be neglected. If on occasions the pioneer simply cannot care for them, some other arrangement should be made to do so.

Special pioneer quotas will remain the same: 175 hours and 50 back-calls per month. Their yearly quota, however, will be 1800 hours. The service activity of special pioneers will also be checked regularly, to see that they are meeting the yearly quota. There will be no arrangement for suspension as heretofore. If, because of secular or other reasons, they do not meet the requirements, they should, however, report as usual, noting the reason on their reports. As in the past, only the special pioneers who attain their quota of 175 hours and 50 back-calls during the month are eligible for that month's allowance.

Secondary Occupation

All pioneers have in common one primary occupation, that of preaching the gospel. Their secondary occupations, however, designed to enable them to continue in full-time service, may vary. Numerous avenues for part-time employment will open up as each considers his own capacities and the opportunities available in his community. Some are skilled at handicrafts: needlework, leather goods, and the like. Others can work as barbers; part-time stenographers, store clerks or service station attendants. Still others may turn to the harvest fields or odd jobs such as extra hotel work. Brethren who do not have any trade could consider devoting some of their spare time to learning

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"Song of Praise" Testimony Period

Sing Jehovah's Praises Among All Nations

1948 *Watchtower* Campaign Enters Second Month

How fitting that Jehovah's witnesses should choose as their 1948 yeartext David's words, "I will sing praises unto thee among the nations"! Indeed, they have real cause for bursting forth into a "song of praise" to their Maker, for the Kingdom is here, Christ is enthroned, and the vindication of Jehovah's name is at hand. No praise of men is their song, but rather a song extolling the majesty of the Creator. Throughout the earth their praise-giving song strikes a response in hearts of men of good-will. They joyfully join this chorus of singers, blending their voices in the "Song of Praise" Testimony Period and saying: "I give thanks unto thee, O LORD, among the [nations], and sing praises unto thy name."—Ps. 57:9; 18:49.

Theocratic singers will continue to present a year's subscription for *The Watchtower*, and the premium of eight booklets, for one dollar, as the 1948 *Watchtower* Campaign enters its second month.

Follow Up New Subscriptions

Without doubt many new subscriptions will be obtained in January and much interest aroused. During February, then, all publishers should diligently follow up new subscriptions and start home *Watchtower* studies wherever possible. Call back on new subscribers with the latest issue of *The Watchtower* within two weeks after the subscription is obtained. Stir interest in the magazine, thus prompting a study of its contents. In order to stimulate interest the publisher himself must study and be familiar with *The Watchtower*, and be prepared to make the discussion live, interesting and instructive. Do not call back with a negative attitude, but rather with a positive aim in mind: to establish a home *Watchtower* study.

After arranging the study, maintain the interest created, using the questions and Scripture texts cited. "Know" the contents, and encourage the student to prepare in advance. About a month after home *Watchtower* studies are started, and the book *"Let God Be True"* has been placed, be alert to introduce a study of this basic publication, with its needed fundamental truths. Do not, however, let interest in *The Watchtower* fade. And remember always the final objective: association with true worshipers at company meetings and eventually in the field.

Reporting "Watchtower" Studies

As instructed in the January, 1947, *Informant*, where full details will be found, time spent on home *Watchtower* and book studies is field service and should be reported. When both studies are conducted during one session, only one back-call will be counted, but if the studies are held on different days, two back-calls may be reported. Only one monthly Study Conductor's Report will be submitted for both studies.

With such happy prospects of praise before us, who can refrain from joining in? Press forward, praisers of God, in the "Song of Praise" Testimony Period, in February, and *sing* unto Jehovah among the nations.

1948 *Yearbook* Suitable for Service Meetings

The 1948 *Yearbook's* account of the spread of true worship in more than 90 countries refreshes, strengthens and stimulates the reader. Even though read individually, the *Yearbook* lends itself to appropriate service meeting discussion throughout 1948. It is recommended that at least once a month the service meeting include a pointed, extempore report covering the expanse of true ministry in another land. Rather than serving simply as a review, the report can be made to tie in with local company service. How does your field work compare with theirs? Are your problems in getting to meetings and into the field as great? Are you exerting the same effort, and putting as much trust in Jehovah, as they are? Compare these reports with those appearing in the preceding *Yearbook*, or weave in related *Watchtower* or *Awake!* material. Make these talks informative and interesting, with adequate preparation, and service meeting assemblers will be edified and stimulated to march on, pushing true worship locally.

Publications Now in Stock

1948 *Yearbook of Jehovah's witnesses*
The Joy of All the People
1948 Calendar

Field Service Report

MONTHLY QUOTAS

	Pubs.	Av. Hrs.	Av. B-C	Av. Bk. St.
Sp'l Pios.	3,864	175.0	50.0	7.1
Gen. Pios.		150.0	39.5	5.3
Co. Pubs.	70,584	14.5	3.6	1.0

November Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bk. St.
Sp'l Pios.	540	159.4	49.5	6.4
Gen. Pios.	2,552	129.7	35.7	5.2
Co. Pubs.	65,165	13.0	3.5	.5

PUBLIC MEETING CAMPAIGN
Public Meetings Held: 3,453

Foreign-Language Magazines

The Watchtower and *Awake!* are now available in the following languages:

The Watchtower
SEMIMONTHLY

Danish, Finnish, French, German, Hollandish, Italian, Norwegian, Spanish, Swedish

MONTHLY

Greek, Polish, Portuguese, Russian, Slovak, Ukrainian

Awake!
SEMIMONTHLY

German

MONTHLY

Danish, French, Greek, Spanish, Portuguese, Swedish, Ukrainian

There is a limited supply of back issues of many of these magazines which you may order and use in presenting the subscription offer to foreign-speaking people in your community. When subscriptions are obtained for languages other than English, do not fail to indicate the language PLAINLY on the subscription slip. The subscription rate is $1.00 for a year, regardless of language.

The "Song of Praise" Assembly

Joyous Assemblers Acclaim Christ Jesus as *The Signal*

Upward of 20,000 publishers are still talking about it, at their meetings, in their homes, and with persons of good-will. And they will continue to do so, for the "Song of Praise" Assembly, held at Philadelphia, Pa., November 21-23, had far surpassed all expectations. Never, acclaimed many, had Jehovah showered down so much in three short days. In a small way this *Informant* will attempt to recapture a few of the assembly's high lights, especially for the benefit of our brethren unable to be present.

Singing praise to Jehovah: that was the theme struck by the chairman in his address of welcome. Bearing thereon were other discourses of the afternoon, including the revealing and moving presentation, "Field Service for 1947 and 1948." 'It is the spirit of the Lord,' declared the speaker, 'that has effected the 1947 increase, and that same spirit will operate for 1948 expansion as we obediently do our part in the field.'

Brother Knorr's first talk, "Gaining Entrance into Permanent Dwellings," on Friday evening, made crystal clear the parable of the "unjust steward". Gain entrance into permanent dwellings by making friends by use of the mammon of unrighteousness. And who is the "faithful steward" now? The heartening results of the relief program left no room for doubt. Close to one-third of a million dollars contributed for our needy brethren in Europe, and arrangements to send more used clothing under way! And how Jehovah had favored his steward in 1947, even with a new peak of 207,552 publishers in the field! The release of the 1948 *Yearbook* and the beautiful Calendar came as a satisfying climax for the day.

On Saturday morning 321 symbolized their consecration; the afternoon was devoted to four encouraging discourses on endurance, pioneering, reporting and true worship; and in the evening the Society's president addressed an attentive audience on "The Signal for the Peoples". Not a standard, flag or banner; the "Signal" is earth's new King, Christ Jesus. "Lift up the Signal! Behold it in all its glory and power!" A powerful resolution was then presented and unanimously adopted. Solidly back of the true Signal do we stand! We repudiate the makeshifts of men!

Canadian brethren have recently undergone much tribulation; so, appropriately, the Canadian Branch servant discoursed on "Singing Amid Tribulation". An abundance of proof of our being true ministers was offered by the Society's legal counsel, after which the Society's vice-president again appeared on the platform, bringing to a close the Sunday morning session with a talk that stressed being "Organized for Theocratic Song".

More than 28,000 packed out the convention halls Sunday at 3 p.m. to hear "Permanent Governor of All Nations", the well-advertised high point of the assembly, stirringly delivered by Brother Knorr. To cap the delight of the "all-nations" audience, there came announcement of a new, unexpected Theocratic release, *The Joy of All the People.*

But the end was not yet. After the convention servant carried us "behind the scenes", Brother Knorr explained in heart-to-heart style "Why We Are So Different". Sustained, appreciative applause greeted his announcement of new pioneer requirements, enabling many more to serve as full-time singers; a fitting conclusion for three days of praise.

Then, with the strains of "The signal for all peoples raise" ringing in their ears and a song of praise on their lips, worshipers went their varied ways intent upon raising high Jehovah's signal for all people.

Special Talk for Servants to the Brethren

Beginning February 1, 1948, the servants to the brethren will not be called upon to give the eight talks of the public meeting series. Instead, they will have a subject of their own, similar to that of the district servants. For the first six months this talk will be, "Paradise Earth—Man's Permanent Home." Special handbills will be printed, and companies to be visited by the servant to the brethren should order accordingly. Companies may extend their series to five or nine talks, whichever the case might be, including the talk of the servant to the brethren.

This talk should be extensively advertised the week that the servant to the brethren visits your company. It should prove to be a stimulus to the public meeting work and a blessing to those who hear it.

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one that can be fitted into their practical Theocratic plans for the future. But perhaps the greatest opportunity of all lies with those who are housewives. Many of these will, by careful planning, be able to spend a morning or afternoon in the field and make pioneering their vocation. All can, no doubt, profit by discussing the matter with older pioneers, thus learning from their experience.

The Goal Is 10 Percent!

Ten percent of all publishers enrolled as pioneers! More than 7,000 in the United States and 20,000 in the world! Would not every reader of this *Informant* bubble over with gladness to see that goal realized? What a tremendous forwarding of the true worship, as millions more hours were expended each year in proving Jehovah true, and Satan a liar! But instead of rejoicing solely at seeing such a hoped-for increase in the pioneer ranks, might it not be possible for you to have a personal share in expanding the full-time ministry? You thousands whose hearts are bound up in Kingdom service, will you not now accept the new arrangement as an instrument provided by Jehovah through the "faithful and wise servant"? Scores of letters have come into this office since the Philadelphia assembly, saying, "That's the best news I've heard yet"; "I'm sure I can do it now." And they are determined to try and try hard, confident that faith in God, coupled with this Scriptural arrangement for providing for personal needs, will enable them to keep on month after month, in the most blessed, joyful and practical occupation for any creature on this globe.

If, after prayerful consideration, you can possibly arrange to pioneer, we shall be happy to furnish an application, and work with you day after day in the service we all love so dearly—the ministry of the Kingdom. Why not be of that 10 percent?

INFORMANT

FEBRUARY, 1948 "I will sing praises unto thee among the nations."—Ps. 57: 9, A. S. V. BROOKLYN, N. Y.

"Song of Praise" Testimony Period

Singers Hold Forth *The Watchtower* as Campaign Advances

Follow Up Each Placement and Aid Others to Sing Praises

The fate of the world is bound up in a song. Most men will brand this claim foolish, knowing that their destiny is not tied in with any modern-day melody of men. This song, however, is not produced by dying men, but by the eternal sovereign of the universe, the Life-giver Jehovah God. It is a song of praise in recognition of His supremacy and saving power, and in repudiation of the makeshifts of men as agencies for salvation. Jehovah's saving power on behalf of the singers is proved in the survival of Jehovah's witnesses through the terrible persecution of World War II. In appreciation of His great mercy and their sure salvation when haters of the song perish at Armageddon, each servant of the Lord now with gladness adopts the cry of David and exclaims: "Therefore will I give thanks unto thee, O LORD, among the [nations], and sing praises unto thy name."—Ps. 18:49; 57:9.

Not all in this world are in sympathy with its wicked deeds or its praise to men. To be spared the fate of this stubborn world, however, they too must learn the words of the song and join in the chorus of praisers. Of necessity, then, the saving song of praise, this month and in the days ahead, must be sounded forth with increasing volume into cities and towns, homes and business places, and on the streets, in all nations, until heard and acted upon by the great multitude and it is no longer necessary to sing it under stress.

The "SONG OF PRAISE" Testimony Period marks the movement of the 1948 *Watchtower* Campaign into its second month. At the doors a year's subscription is offered at the usual rate of $1.00. With the subscription go eight praise-bringing booklets, free. Securing a subscription or placing literature does not in itself accomplish the minister's purpose to teach others the words of Jehovah's perfect Songbook, the Bible, and train them to sing his praises. More is required. We are obligated to return to the homes of subscribers or one receiving literature and by repeated singing cause the song of praise to sink down into the heart of the listener, there to take root, alter his life-course, and induce his breaking forth into joyous praise. Study *The Watchtower*. Develop an extempore discussion of its contents, at least the opening paragraphs, and talk it up enthusiastically on your return calls. Make known that now, since the magazine is being received, its value will be realized only if its pages are perused. Your interest as a minister lies in showing the subscriber how to get the greatest possible benefit from it and in the least possible time.

Strike up a home study by raising the question on the first paragraph. Discuss it, look up cited Scripture texts, and have the paragraph read. Take the initiative, in a kind, tactful, considerate manner, display keen interest in the spiritual well-being of the householder, and numerous right-minded subscribers will respond to home studies and learn the song, to their joy and salvation. As the weekly home *Watchtower* study progresses, questions will invariably arise on fundamental Bible doctrines. Be alert to direct attention to "*Let God Be True*", with its simple and comprehensive explanation. It will usually be desirable in a month or so to revert to a "*Let God Be True*" study, to clear up these questions and lay the groundwork for a better grasping of the contents of *The Watchtower*. Changing over to a book study is not a matter of ignoring *The Watchtower* thereafter, but rather keeping both publications to the fore, thus training the householder for future singing of praises.

At many homes the combination of booklets alone will be placed. Acceptance of a smaller offer is no proof of lesser degree of interest in the song. Every obtainer deserves equal consideration, and as you call back to encourage study of the booklets the way will often open for obtaining a subscription or placing a bound book. Build up the 1948 *Watchtower* Campaign to a grand climax, by assuming the responsibility of calling back, time and again, on subscribers and all others who were favorably affected by your initial song of praise at the door.

Keep "on the Job" in All Seasons

Low temperatures and snow-covered streets do not present insurmountable obstacles. Dress warmly during February and use discretion, so as to keep your health and be fit for continued praise. If you become too cold, try to locate a warm spot for a while, then go out again. Some will be glad to invite you in. The song of praise will be heard on the streets with magazines as well as in public meeting activity, during this winter month. Carry subscription slips with you on the streets, in addition to the booklet combination.

In winter and summer, in all sorts of weather, Jehovah's witnesses distinguish themselves by being "on the job". Diligence of God's singers the year round brings favorable comments from many of the public, who are impressed with their untiring zeal and determination. During February, keep "on the job", singing despite cold weather or other obstacles. Sing the glorious "Song of Praise" to Jehovah in all features of the ministry, for thereby comes salvation both for you and for those who hear you.

Circuit Assemblies Conclude First Year

Jehovah's Blessing Manifest

We have come to the end of the first year of circuit assembly activity. All circuits have been served twice, and the over-all results are gratifying. Great benefit can be derived from a study of the comparisons which are herewith presented. These figures do not by any means indicate perfection of accomplishment, for they bring to our attention some very outstanding weaknesses that we should by all means endeavor to remedy. Yet the reports show good progress and a definite trend toward greater results in the future.

SUMMARY

	First 6 Mo.	Second 6 Mo.	Increase	Decrease
Associated	95,411	97,728	2,317 = 2½%	
Saturday Att.	57,457	49,231		8,226 = 14%
Public Mtg. Att.	98,914	86,246		12,668 = 13%
Immersed	2,146	1,747		399 = 19%
Peak Pubs.	71,526	75,849	4,323 = 6%	
Av. Pubs.	59,388	63,263	3,875 = 7%	
Public Mtgs.	15,527	19,045	3,518 = 23%	

Company Activity

Healthy company activity is reflected in increased peak number of publishers, average number of publishers, number associated, and the number of public meetings. Retrogression is shown in the circuit assembly attendance and immersions. The decrease can be accounted for to some degree by the fact that we had two national conventions during the last six months of 1947. Undoubtedly this decline is but temporary. However, the things from which we can take real joy are that, despite the time, labor and expense involved in traveling to the national conventions, an almost 3-percent increase was effected in the number of associated, the peak number of publishers was 6 percent higher, and there was a 7-percent increase in the average number of publishers participating in the field work. This increase in number of publishers indicates that a great many of those who in the past were merely associated have now become regular publishers. The increase in the peak and the average number of publishers being almost the same shows that new ones starting out in field service are continuing therein regularly each month. The public meeting activity shows a substantial and gratifying increase of 23 percent. It is reasonable to conclude that, in addition to the expanded public witness given from the platform, about 23-25 percent more territory was covered in house-to-house witnessing. These are all sources of satisfaction and joy. There has been healthy growth and progress in the most vital features of the work.

Forsake Not Assembling

Figures gathered at the circuit assemblies also reveal that attendance at the company meetings is probably our outstanding weakness. Of the total number of publishers, 77 percent are attending the *Watchtower* study, 62 percent attend the service meeting, and 59 percent attend the Theocratic ministry school. This merits the serious attention of all of us, for, spiritually, we are what we eat. It is only with minds transformed by repeated and continuous study that we can prove or understand what God's will is toward us. (Rom. 12:2; Eph. 5:10, 17) One who does not study as the Lord directs cannot be a good witness. His mind is not renewed and alerted to Kingdom requirements and the revealed purposes of the Lord as much as it could and should be. Those regularly absent from service meetings are not fully aware of the many details of the campaigns taken up and discussed at the service meeting, the many problems to be coped with, and the plans made to meet them.

Likewise, those who do not keep up with the Theocratic ministry school and its study of the Bible books, participate in speaking assignments and the oral and written reviews, are to that extent limited in their Kingdom service. It is true that all of this requires effort, but the spiritual compensation received from the effort put forth, and the blessing it enables us to bring to others, repays us a thousandfold.

It may be that there are some who because of old age, physical infirmities or other causes may not be able to keep up with all the studies outlined, and undoubtedly the Lord will accept their best efforts. But such would not apply to those who are able to attend and do not. It is dangerous to spurn the Lord's table.

These things have been called to your attention that you may be conscious of the true conditions. The commendable progress in number of publishers in the field is not something with which to be content, for we can prepare for even greater increases in the future by taking full advantage of God's provisions for our instruction. Attend the *Watchtower* study, service meeting and Theocratic school regularly; attend the assembly in your circuit every six months and your district assembly during the coming year. Forsake not the assembling of yourselves. The spiritual nourishment provided at all of these God-provided meetings will equip alert servants to overcome their weaknesses and accomplish further heartening increases in the years to come.

Inspired Teaching to Equip for Good Work

Memorial Week-End to Hum with Theocratic Activity

Will March See a Peak of Publishers?

The Bible is Jehovah's Word. His purpose in giving us the inspired Scriptures the apostle Paul forcibly emphasizes in the text for March: "All scripture is inspired by God and profitable . . . to make the man of God proficient and equip him for good work of every kind."—2 Tim. 3:16, 17, *Moffatt.*

The better we understand the Bible, the stronger our conviction will be that it is indeed the inspired Word of Jehovah God and the better equipped we shall be for good work of every kind. This requires study, not only of his Word, the Bible, but also of all the helps he has provided for our understanding it. Foremost among such helps is the *Watchtower* magazine.

"Good work" is that leading to the vindication of Jehovah's name, and, for creatures on earth today, consists of maintaining integrity by bearing witness to the truth. During March, all properly equipped men of God will engage in good work by going from house to house presenting *first* the subscription for *The Watchtower* at the subscription rate of $1.00 (or, if desired, a two-subscription offer including both magazines, with the premium of eight booklets with each subscription). If unable to obtain the *Watchtower* subscription, introduce the alternate offers, a subscription for *Awake!* a bound book or a booklet combination, or, lastly, the new booklet, *"The Joy of All the People"*, a copy of which should be left at every home where they will read it.

"Good work" also includes calling back on all those who have manifested interest and who seek to increase their appreciation and understanding of the inspired Scriptures. Call back with a definite purpose and be properly equipped to carry out that purpose. Remember, placing the literature is only the *first* step. Advertising and attending the public meetings are also included in "good work", and should not be overlooked.

Memorial Week-End Activity

Outstanding in "good work" for March will be the assembling for the Memorial celebration on Thursday evening March 25. This event always gives stimulus to the zeal of Jehovah's servants, repeatedly resulting in a peak of publishers. With proper advance preparation another peak is possible this time. To aid companies in planning a full week-end of Theocratic activity, the following suggestions are given:

Group witnessing should be arranged for daily from Thursday through Sunday, making a special effort to take newly interested along in field service. All will attend the Memorial celebration Thursday evening, inviting and bringing their good-will interest along. Friday evening should see a well-prepared and interesting service meeting as well as school in Theocratic ministry. Companies usually holding service meetings Thursday evening will change to Friday during this special week-end activity.

Saturday afternoon and evening should see all-out advertising of the public meeting. Sunday forenoon all should endeavor to engage in door-to-door work presenting the current offer and advertising the public talk, which should be held on Sunday, either afternoon or evening. This talk should be followed shortly by the study in *The Watchtower*. Many companies will be able to begin the new series, providing additional stimulus to the week-end activity. With all publishers taking full advantage of the many opportunities presented by this full program of Theocratic activity to encourage new and weak publishers to similar "good work", a peak of publishers can be attained.

Let each one show his appreciation of God's gift of the inspired Scriptures by equipping himself for and engaging in "good work" of every kind throughout the month of March.

District Assembly at Atlanta

The first of the 1948 district assemblies in the United States will be held in Atlanta, Georgia, March 12-14, at the Municipal Auditorium, 30 Courtland Street. Room Request Forms and other details have already been sent to all companies embraced within District No. 2, in which this assembly is being held. All publishers should see to it that their Room Request Forms are forwarded to WATCHTOWER CONVENTION, 203 Spring Street N.W., Atlanta 3, Georgia, not later than February 5. Brother Knorr and other representatives of the Society's headquarters expect to be present at this assembly and serve on the program. The Society also hopes to operate a cafeteria for the convenience of the brethren. All publishers should begin planning now to attend this assembly, and encourage all their good-will interest to come to the convention with them.

Field Service Report

MONTHLY QUOTAS

	Pubs.	Av. Hrs.	Av. B-C	Av. Bk. St.
Sp'l Pios.	3,864	175.0	50.0	7.1
Gen. Pios.		150.0	39.5	5.3
Co. Pubs.	70,584	14.5	3.6	1.0

December Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bk. St.
Sp'l Pios.	524	164.8	56.9	6.9
Gen. Pios.	2,651	129.5	37.7	5.3
Co. Pubs.	66,312	12.6	3.5	.5

PUBLIC MEETING CAMPAIGN
Public Meetings Held 3,372

Publications Now in Stock

"Let God Be True"	—Arabic
"The Truth Shall Make You Free"	—Hollandish
"The Truth Shall Make You Free"	—Norwegian
"The Prince of Peace"	—Arabic
"The Prince of Peace"	—French
"The Prince of Peace"	—German
"Be Glad, Ye Nations"	—French
"Be Glad, Ye Nations"	—Hungarian
"Be Glad, Ye Nations"	—Polish
"The Meek Inherit The Earth"	—Tagalog
"One World, One Government"	—Tagalog
"The Kingdom of God Is Nigh"	—Pangasinan

Companies Furnishing Literature to Pioneers

The instructions set forth in the December, 1947, *Informant* should be followed when pioneers obtain literature from companies. Thus it will be unnecessary for companies to send the Society a letter when making such transactions. The instructions given with the inauguration of the new Literature Request Form take the place of previous instructions issued in the letter of October 23, 1947, sent to companies and pioneers.

Public Meetings Make Progress

New Talks for 1948

Foreign-speaking People to Benefit

The flow of truth reaching hearing ears from the public platform has continuously swelled until today there is scarcely a community that has not had the opportunity to benefit. Speakers have prepared diligently, companies have planned carefully, publishers have co-operated closely, and much assistance has been given to the weak and inactive to share in the public meeting work. All have worked in harmony with and have been directed by the spirit of Jehovah. With this continuing, why should not this feature of our work be growing?

Because of this constant effort on the part of our brethren, world-wide, the encouraging report on public meetings in the 1948 *Yearbook* was made possible. Well over 100,000 meetings held in all nations and presented in all languages, with a total attendance reaching into millions! A world attendance figure of 250,582 on one Sunday alone! Yet before us lies the prospect of even greater increases as the Theocratic organization expands and all companies become more aware that the public meetings are now an integral part of our Theocratic activity.

New Talks Give Impetus

The public meeting program will be given added impetus during 1948 by the provision of a new series of talks. Their titles are:

"A Signal for All Nations"
"Is Christendom Christian?"
"Which Is the True Church?"
"God's Purpose Now Reaching a Climax"
"Learning to Live Forever"
"Who Are God's Ministers?"
"A Ransom for All People"
"The 'Last Days', Then a Peaceful World"

This new series of talks will begin Sunday, March 28, 1948, or as soon thereafter as possible. Some may have to wait a week or so, due to insufficient speakers, and companies being visited by the servant to the brethren should use his talk "Paradise Earth—Man's Permanent Home" for March 28. Do not schedule a series of the old talks to begin after this date, but complete the old series if it is in progress at that time. Whichever talk is given on March 28 will contribute its share to the effectiveness of the Memorial week-end activity. Advertise and support it enthusiastically.

Three sets of the new outlines are being sent to each company with this *Informant*. Two sets are to be distributed to the speakers, and the third set kept in the Theocratic ministry school library. It would be well for the company committee and the Theocratic ministry school servant to immediately review the instructions in the March, 1947, *Informant* relative to public meetings, and consider this material during a service meeting. Lay all plans carefully and order your handbills early. Avoid rush orders as much as possible. If you lack speakers, co-operate with near-by companies that can assist you.

Foreign-Language Meetings

Foreign-language meetings, which have already had an enthusiastic response, will be continued with the new talks. Selection and qualifications of speakers and all arrangements for these meetings will be the same as with the English meetings, and made under the direction of the servants of the company. No meetings should be arranged for independent of the company organization. Foreign-speaking brethren who have shown a keen desire to improve their ministry by enrolling and participating in the Theocratic Ministry school will now have the privilege of delivering the message in their own language if the committee and the school servant deem them qualified. Experience gained through the ministry course will undoubtedly be a great aid to these brethren in preparing the one-hour talks.

When ordering handbills for foreign-language meetings, keep in mind that ALL copy for the front side of the handbill must be given in the language in which you wish it to appear. If portions are omitted or left untranslated, the order will be returned for correction. It is as important for the company servant to check these orders as any other correspondence with the Society.

The stage for public meetings has again been set. Speakers, continue to prepare diligently, keeping your talks fresh, alive and up-to-date as the year advances. All companies, prepare to participate in the public meeting feature of the service even though you may not have done so in the past. All publishers, give this feature of your ministry the full support that is its due. With this done world-wide, what increases may we expect in the public meetings during 1948? Let's get off to a good start!

Personal Pioneer Letter

Aims Toward 10 Percent Goal

A most favorable opportunity now opens up for the servants of Jehovah to become pioneers. The new provision of lowered requirements provides the opportunity, and we confidently anticipate a ready response from all who can avail themselves of this helpful arrangement. That each servant of God may be assisted to give personal consideration to this important matter, an individual copy of a letter on the pioneer service is being sent with this *Informant*. Besides being studied personally, this letter is to be read as part of the next service meeting and fully discussed during a subsequent service meeting in that month, as well as be read at the first *Watchtower* study after its receipt.

Present Response Gratifying; Many Enroll

Expressions of joy and appreciation pour into the office daily because brethren previously unable to pioneer can now do so. "Please send me a pioneer application," writes one sister; "this is the happiest day of my life." Two others who had asked to be dropped from the list wrote: "Please cancel our removal; we can meet the requirements now." Still another says, "The new arrangement is a loving and merciful provision of our heavenly Father and will bring about a great increase in the ranks of full-time ministers."

Heartfelt gratitude moves such to active service. As you read your copy of the pioneer letter, may love for Jehovah and his righteous cause prompt you to zealous action. Brothers, sisters, the young, the old, all who possibly can, grasp this opportunity. Remember, the goal is 10 percent of all publishers to be in the pioneer service. May you be numbered among the growing throng of joyful, full-time praisers.

INFORMANT

MARCH, 1948 "I will sing praises unto thee among the nations."—Ps. 57:9, A. S. V. BROOKLYN, N. Y.

Inspired Teaching to Equip for Good Work

Watchtower Campaign Passes Halfway Mark

Shall We Surpass Our 1947 Peak of Publishers?

Set apart in bold relief from the jostling crowd of 'educators' of this world, who train men for varied works, the Great Educator, Jehovah, provides his inspired Word as a means of equipping for *good* works. So affirms Paul, at 2 Timothy 3:16, 17. (Moffatt's translation) "All scripture is inspired by God and profitable . . . to make the man of God proficient and *equip him for good work of every kind.*"

To the growing group who would do good works, knowledge of the Bible is prized above all other education. It is for these that the illuminating pages of *The Watchtower* are provided. Through this God-given channel has come each new revelation of prophecy, every important principle and fundamental truth now comprising the vital equipment of God's servants. Heartfelt appreciation impels them to give *The Watchtower* wide distribution that an increasing number of workers may be properly educated and equipped.

As we enter the month of March, two months of the four-month *Watchtower* campaign have gone by. Each company publisher should by now have obtained at least one subscription; each company, half its quota. How has your company fared in this respect? Have you already exceeded your quota? Fine! But keep on spreading inspired Bible teaching to the greatest extent possible. If some have not yet reached one-half the quota, diligence in the field service program outlined for March will surely enable all to catch up. Stress *The Watchtower* in each presentation. But even though the householder may not subscribe or accept any of the alternative offers, endeavor to leave a copy of the new booklet *The Joy of All the People.* The rather large stock of this booklet yet on hand indicates that it is not being distributed as extensively as it should. Let each publisher place a copy in every home where it will be read.

Working for a New Peak of Publishers

With Memorial week-end activity as a climax, March can witness a new peak in number of publishers. There have been 97,728 associated during the past six months. Indeed, last year 105,897 assembled for the Memorial. These individuals are all prospective publishers. Undoubtedly material for a new peak is available. All of them, persons of good-will, associated and inactive ones, should be invited to share in "good work" at Memorial time; but do not wait until the end of the month to contact them. Make a careful check on back-call files and publisher's record cards now. Arrange for publishers to assist those who need attention. Pioneers, regular publishers, servants and study conductors, do your share to help every inactive one and equipped book-study attendant to have part in the "good work" during March. By such united action, last year's peak can be surpassed.

Memorial Week-End

Equipped servants will intensify their activity during the Memorial week-end by assisting lovers of righteousness to assemble with them for the Memorial, after 6 p.m., Thursday, March 25. This good work will aid assemblers to appreciate their relationship with the remnant and to understand the necessity of engaging in similar good works themselves. Advertising Sunday's public meeting provides opportunity for new publishers to make their first steps strong. Your enthusiasm in supporting the meeting, regardless of which talk may be given, will prove a stimulus to them. Activity for the balance of the week-end is arranged to further aid new publishers as well as old.

FRIDAY – Morning: Assemble for group witnessing. (Consider text; short well-prepared demonstration on presenting offer.)
Evening: Service meeting, Theocratic ministry school.

SATURDAY – Morning: Assemble for house-to-house witnessing.
Afternoon: Assemble for magazine and handbill distribution.

SUNDAY – Morning: Assemble for field service.
Afternoon (or evening): Public meeting, *Watchtower* study.

Undoubtedly many persons of good-will will attend the service meeting Friday evening, which should be arranged according to the program set out below. This meeting should be instructive and prepared in harmony with instructions given elsewhere in this *Informant.* In order to participate properly, all publishers should have carefully studied beforehand the article on April's activity on the back of this *Informant.*

SERVICE MEETING PROGRAM (Friday, March 26):

1. Applying Benefits of the Memorial. (15-minute extemporaneous talk showing that appreciation of Memorial observance means Kingdom service for all consecrated.)

2. Ministry with *The Watchtower.* (15-minute demonstration, in two parts: (a) Presenting the *Watchtower* Offer, and (b) Calling Back with a Purpose.)

3. "All Nations Advance" (*Informant* article on April activity. Questions and answers, audience participating. 10 minutes)

4. Week-End of Good Work (12-minute talk. How inspired teaching equips for good work, and the part played by the *Watchtower* campaign. Outline week-end activities, and the hope for a peak of publishers and how attained.) NOTE: Eight minutes allowed for opening and closing remarks.

Having been taught of Jehovah and Christ Jesus to *know* good works, we show appreciation now by *doing* good work. Be active in March *teaching* good works to all who will hear. Do this by presenting *The Watchtower* during this month that starts the second half of the 1948 campaign, and equip others to do likewise.

Arrange Interesting, Instructive Service Meetings —But How?

Thorough Preparation Vital

To be "equipped for good work" is truly a requirement for the efficient minister of God. And a lively, instructive company service meeting is a Theocratic provision for so equipping Jehovah's servants now. Further, such are conducive to the individual's spiritual health and well-being. But *how* to make them interesting, instructive, alive—that is the frequently-encountered problem.

The First Essential

Perhaps the most outstanding weakness relative to service meetings is lack of preparation. *Thorough preparation* is a primary requisite to a successful meeting. To a large extent the responsibility of preparing the service meeting rests upon the company servant, as it is he who must plan well-balanced meetings a month in advance. He will schedule the *Informant* articles so that all will be covered during the course of the month, and also determine the manner in which they shall be presented. Will it be by an extemporaneous talk, a demonstration, a dialogue, or questions and answers? Other necessary material will also be selected for the meeting. *Yearbook* discussions. *Watchtower* and *Awake!* material, talks and demonstrations on local activity and various features of the work; all can be used to good avail. In all his preparation the company servant will be aware of local weaknesses and difficulties and will prepare meetings so as to offer helpful suggestions in remedying the weaknesses. In outlining meetings for the month give attention to balance, coherence, variety and time allotment, and allow sufficient flexibility to consider special letters from the Society or emergency matters that may arise.

Next, assign the service meeting parts. In so doing, the various capabilities of the brethren used should be taken into consideration. Perhaps one brother is capable of planning and presenting a demonstration, whereas another brother's ability tends toward presenting information by extemporaneous talks. Assignments on the service meeting program need not be limited to servants in the company. Brethren demonstrating ability in the Theocratic ministry school should also be used. The company servant should issue instructions as to what material should be covered in each assignment, as well as how it is to be presented.

Preparation for service meetings does not stop with the company servant. Program assignees must diligently prepare their assignments, just as they would a student talk or an hour lecture. From time to time it would be well for the company servant to check with the brethren and offer what assistance may be required. In presenting material on the service meeting, do not theorize. Rather, show how the information is applicable to the local company. Be practical.

Publishers, Prepare

No matter how well-prepared the service meeting may be, it will have no value if the brethren do not attend. Hence, *publisher*-preparation is another service meeting essential. The succeeding week's program should be announced at each service meeting so that the publishers can study the articles in advance and be ready to participate, especially in question and answer discussions. Service meeting programs may also be posted on the information board. Publishers, diligently prepare for the meetings, attend, and actively participate therein.

Lively, instructive service meetings are greatly appreciated by all and are necessary in equipping God's ministers for "good work". Therefore, put these and previous suggestions into continual use. Theocratic progress in your company will follow as publishers and good-will alike reap the benefits.

SUBSCRIPTIONS TO DATE
80,420

Translators

In order to advance the discipling of the nations more rapidly, the Society is interested in having competent translators in particular languages as listed below. These translators must be persons who are thoroughly familiar with English and the language in which translation is desired. If any brethren are qualified translators, or if they know of capable persons who would be willing to do some translation work for the Society, they should communicate with the President's Office, 124 Columbia Heights, Brooklyn 2, New York. The number of years of schooling in the language and the years of experience in translation work should be stated. Please do not write if the suggested translator is not absolutely conversant with the grammar and idiom of the language concerned. The languages are:

Albanian	Hebrew	Slovenian
Bohemian	Icelandic	Turkish
Bulgarian	Italian	Ukrainian
Chinese	Polish	Yiddish
Croatian	Russian	

Publications Now in Stock

"The Kingdom Is at Hand"
Study Questions —Spanish

"All Nations Advance" Testimony Period

Publishers in More than 90 Countries Gird for Action

Tenth *Watchtower* Campaign Enters Final Month

While making preparation for action against the enemies of Israel, David set a pattern for our inspiration and guidance today. His only hope for victory lay in Jehovah's approval and aid. Relying upon it, he could confidently declare in the words of our service text for April: "Through God we shall do valiantly; for he it is that shall tread down our enemies."—Psalm 60:12. Even as then, that same desire to advance against the enemy and forward the spread of the gospel motivates God's servants today, as publishers in over 90 countries "do valiantly" in bringing the tenth *Watchtower* campaign to its climax.

Will April Be Our Biggest Month?

With the intensified Memorial week-end activity as the springboard and publishers continuing energetically and efficiently into the month of April, that month can be our best yet. April's advance need not consist merely of the forward movement of Jehovah's visible army. It should also include an ever-increasing number joining the ranks. If all arrangements for the advance have been carefully followed, many new publishers will have begun service activity during March and the Memorial period. They will want to continue their wisely chosen course, and should be aided in so doing. To advance toward new publisher peaks in April, past gains must be stoutly maintained as well as seeking out and assisting any who might have been unable to get started in March.

Publishers in all nations advance, too, as they improve their individual ability to serve the Most High. New publishers, by continual application of Scriptural knowledge to field service, will progress in effectiveness. Stronger publishers will likewise become more efficient, and as they gain in understanding and faith many will advance into full-time service as pioneers. April, in particular, will be an excellent month for entering the pioneer work. Moderate weather will make more widespread field service possible, and in many communities greater opportunities for part-time employment will open up. The effect of an increased number of pioneers is quickly felt. More people are contacted, more subscriptions are obtained, more studies are held, more new publishers take forward steps, and the Kingdom interests advance.

Other Avenues for Advancing

Coupled with April's primary work of obtaining new subscriptions will come the calling on those whose subscriptions from previous years have been allowed to expire. In each instance a notice is sent to the company by the Society. These should be diligently followed up as soon as received. Do all you can to show these people the benefits of continuing their subscriptions, how to get the most out of *The Watchtower*, how it is studied each week in Kingdom halls, and the advantages of home study. Start such a study with them, if possible. Keep the original interest alive: feed and nourish it until it bears fruitage. If you do obtain a subscription from one of these whose subscriptions have expired, report it as a new subscription and give the subscriber the eight-booklet premium.

Advance can likewise be made in street witnessing, due to April's milder weather. Keep *The Watchtower* and *Awake!* before the public. Many subscriptions have been obtained both on the streets and through interest aroused by seeing the magazines displayed by the publishers.

Finally, publishers of all nations will advance in April in public meeting activity. This month will see all companies getting under way with the new series of talks, and the good start furnished by the Memorial week-end meeting should be followed up world-wide. Good material, enthusiastic delivery, energetic advertising, conscientious support, all these requisites, if well looked to by speakers and publishers, will assure a healthy growth in the public meetings.

With such sound prospects for advancing toward new peaks in April, surely not one will slacken the hand, but rather, each will shout, as did David, "Through God we shall do valiantly!" and push faithfully FORWARD during the "ALL NATIONS ADVANCE" Testimony Period.

Field Service Report

MONTHLY QUOTAS

	Pubs.	Av. Hrs.	Av. B-C	Av. Bk. St.
Sp'l Pios.	3,864	175.0	50.0	7.1
Gen. Pios.		120.0	39.5	5.3
Co. Pubs.	70,584	14.5	3.6	1.0

January Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bk. St.
Sp'l Pios.	532	155.7	56.0	6.8
Gen. Pios.	3,422	109.0	33.0	4.5
Co. Pubs.	62,635	12.0	3.7	.5

PUBLIC MEETING CAMPAIGN

Public Meetings Held 3,137

Second Pioneer Letter

Once again the call goes out! Who among the thousands of company publishers will be next to respond? Can you be among them? The growing magnitude of the harvest work, the seriousness of failing to fully grasp all service opportunities, the blessings that come to those who do, these considerations unite to make it proper for the Society to again send to each publisher a personal letter inviting participation in the pioneer service. Take your letter and consider it prayerfully in the light of your own individual circumstances. In each case, the final decision must be a personal one, between the individual and the Lord.

That no important feature of the letter be overlooked, however, it is to be considered before the entire company as well. This reading and discussion of the letter is important. It was prepared after much prayerful thought by brethren who have had considerable experience in pioneering and who are familiar with the experiences of many others. The full value and effect of this letter can be gained only by proper presentation. Therefore, the brethren selected to read and discuss it before the company should be those who thoroughly understand it and are enthusiastic for the pioneer service, brethren who can make the letter live its message.

This letter should be properly distributed among the publishers and then read at the first *Watchtower* study and service meeting. After this, a thoroughly-prepared, lively discussion of the letter should be scheduled for the service meeting. This discussion should have originality and practicability so that its sound Scripturalness may appeal to all.

The Theocratic Ministry School

Student Talks Provide Good Training in Coherence

Among the provisions of the Lord for the equipping of his ministers for good work is the school in Theocratic ministry. Appreciation of this fact will cause all the brethren to faithfully attend the school, as well as to do the required studying at home, including the reading of the Bible books. This is necessary if we are to get the full benefit from the school.

For the brothers, the school serves the additional purpose of furnishing training to give clear and forceful public talks. To do this, however, talks must be more than a collection of the facts indicated in the outline. The facts must be properly tied to each other and shown in their relationship to the theme. The subject theme must be continually kept to the fore and emphasized throughout. In other words, the talks must have *coherence.*

Choosing a Theme

Some of the brethren are having difficulty in finding a theme for their student talks on Bible chapters and then tying all of the material to it, especially since the assignment often seems to contain much unrelated material. But this is just where these assignments serve as good training in gaining coherence. The letter sent to the school servants before taking up the text-book *"Equipped for Every Good Work"* stressed that each student talk should be complete within itself, with introduction, body and conclusion, and should high-light a specific theme. The instructions on "Condensing", in Lesson 5 in *Theocratic Aid to Kingdom Publishers*, do not conflict with those on selecting a theme. Limiting oneself to the material in the assigned chapters does not preclude his using a quotation outside of the assignment (if such seems necessary) to state the theme, nor from emphasizing the theme throughout the talk, nor from making application or drawing a lesson from the material in the conclusion.

Developing a theme requires thorough preparation. The lesson in the textbook should be carefully read, as well as the entire Bible book from which one's assignment is taken. Then the assigned chapters should be studied, their main points listed, and an analysis made of what these have in common, how they are related to each other. The theme chosen should be comprehensive enough to permit tying together of all the main points, and yet specific enough to peculiarly fit one's assignment. Often *"Equipped for Every Good Work"* gives a theme that can be used for a part of the book. Suggestions for themes may also be found in other Society publications dealing with the subject matter. Diligent thought on the material will generally enable the student to perceive and use an appropriate theme. The following examples, taken from the prophetic books, gospels and epistles, are given as illustrations on how to develop themes.

Examples

For an assignment from a prophetic book let us take Daniel 1 to 4: Chapters 1 and 3 are narrative, while 2 and 4 tell of prophetic dreams. How can these be tied together? What have they in common? They all point to the supremacy of Jehovah; so the theme could well be, "Bearing Testimony to Jehovah's Supremacy." Or the theme could be "Faith and Obedience Rewarded"; the first three chapters concluding very clearly with this thought, while the fact that Daniel was permitted to see the fulfillment of the vision of the tree and the seven times, recorded in the fourth chapter, as well as to interpret the dream, were also rewards. While the latter theme allows pointing out that all these things were written for our admonition and comfort, there would be no interpretation as to the major fulfillment of the dreams.

For an example from the gospels, take Matthew 21 to 28. The theme for this could be "Bruising the King's Heel" (taken from *"The Kingdom Is at Hand"*). Events before Jesus' death could be tied to the theme by showing relationship as to time, and also by cause and effect, as, without doubt, his triumphal entry into Jerusalem (21), his effective refutation of the arguments of his enemies (22) and his scathing denunciation of the scribes and Pharisees (23) spurred the seed of Satan on to bruise the Seed of the woman. And though the bruising was imminent, Christ Jesus was concerned about his followers, comforting them with his great prophecy (24) including the parables recorded in chapter 25. Chapters 26 and 27 tell of the bruising itself, followed by (28) the healing of the wound in his resurrection. Other themes that would fit this particular assignment are: "Climax of Jesus' Ministry"; "The Supreme Test of Integrity"; or "Furnishing God with the Answer" (Prov. 27:11).

For an example from the epistles let us consider Romans 1 to 6. The theme might be "Justification". In the outline, in addition to the introduction and conclusion, there could be three main headings: I—Need of Justification (chapters 1, 2, and first half of 3); II—How Justification Is Obtained (last half of 3, and 4 and 5); III—Justification No License to Sin (chapter 6). The epistles generally combine admonition on service, conduct and doctrine, and a theme could be chosen that will take note of this, such as "The Christian Ministry and Its Reward (Resurrection)" for 1 Corinthians 8-16.

By careful preparation and the proper use of connectives virtually all of the material in the assigned chapters can be tied to a well-chosen theme. A review of Lessons 26, 32, and 43 in *Theocratic Aid to Kingdom Publishers*, on "Prepositions, Conjunctions and Interjections", "Need of an Outline" and "Coherence", will greatly benefit all students. Let both brothers and sisters take full advantage of all the features of the school in Theocratic ministry available to them and thereby continue to become ever more able ministers of the gospel.

MEMORIAL REPORT

Included with this *Informant* is a special "Memorial Activity" report card for each company. It is to be filled out completely and mailed after the *Watchtower* study, Sunday, March 28. Please do not enclose it in an envelope. Isolated pioneers are encouraged to attend and take good-will to a company Memorial service. If unable to do this, arrangements may be made for a Memorial service separate from a company. In this event, one report for each group, showing total attendance, number partaking of emblems, and attendance at the public meeting on Sunday, should be sent in on the March field service report card.

INFORMANT

APRIL, 1948 "I will sing praises unto thee among the nations."—Ps. 57: 9, A. S. V. BROOKLYN, N. Y.

"All Nations Advance" Testimony Period

Final Month of 1948 *Watchtower* Campaign

Stress *The Watchtower;* Work for Peak of Publishers

Theocracy's advance is on among the nations! The irresistible onward march of true worship spreads over the earth. With trustworthy assurance that "he [Jehovah] it is that shall tread down our enemies", unparalleled numbers of Jehovah's fearless ministers in all nations 'do valiantly through God', advancing knowledge and instruction in the interests of the Kingdom. Such advance-minded publishers cherish the opportunity to share in Theocratic progress, and rejoice at the prospects of advancement afforded all publishers of truth in the "ALL NATIONS ADVANCE" Testimony Period in April.—Psalm 60: 12.

Advance the "Watchtower" Campaign

April marks the final month of the 1948 *Watchtower* campaign, during which a year's subscription for *The Watchtower* for one dollar, with a premium of eight booklets, is the offer. Older booklets included in combinations should not discourage booklet distribution, for much timely information is to be had in all such publications. During April every truth-advancer will put forth an *added* effort to forward the *Watchtower* campaign. Why? A count of subscriptions for the first two months reveals that we are 10,000 subscriptions behind last year, or 5,000 fewer subscriptions per month have been obtained this year as compared with 1947. True, severe winter months hampered campaign activity. But the most inclement weather has passed. Therefore, in April we shall make every endeavor to regain the loss incurred. If some publishers feel they can effectively present the *Watchtower* and *Awake!* subscriptions together, they are at liberty to do so. With additional effort we can meet the 300,000 subscription quota and give the 1948 *Watchtower* campaign a fitting climax.

By April many subscriptions that were obtained in 1947 will have expired. Necessarily, the "All Nations Advance" will include following up these expired subscriptions, as well as new ones, and encouraging home *Watchtower* studies. Back-call servants should make certain that expiration slips received from the Society are cared for immediately. It is not our desire to simply obtain 300,000 new subscriptions, but we hope to have subscribers who have been on the list for the past few years continue Theocratic advance by renewing their *Watchtower* subscriptions.

Advance the Peak of Publishers

Indeed, a new peak in number of publishers is in keeping with the April advance in all nations. Doubtless, new publishers advancing to active field service during the impetus-giving Memorial week-end in March will desire to continue their Kingdom service. These should be heartily encouraged to extend their activity into April, which can be the biggest month of the year for new publishers. In doing this, servants and regular publishers will co-operate and arrange to offer needed assistance to new publishers, as well as the irregular and inactive. The "All Nations Advance" Testimony Period will be an excellent time to invite good-will interest to progress to public truth-advancing. Tactfully invite them to accompany you in the service work and then aid them in every way possible to continue therein.

Another avenue of advance, which will aid in effecting an all-time high in number of publishers, is the new public meeting series. Together, all will enthusiastically support the new 1948 series of public talks by thoroughly advertising the lectures in the field, attending the meeting and welcoming the stranger. If your company has not already done so, arrange to start the interesting and timely new series of public talks in April.

Further, April is a splendid month to take the forward step to pioneer service. On hearing the new pioneer arrangement outlined by the Society's president at the Philadelphia convention, many advance-minded publishers joyfully looked forward to spring, when their affairs could be set in order and they could enter the full-time service. Well, April is here! And the Society feels that many expansion-minded ministers, having prayerfully considered their personal pioneer letters, will find it possible to enter the full-time ranks, contributing toward the 10-percent goal, and a hoped-for peak of pioneers in this country. Moreover, those so doing will certainly do their share in reaching a new high in number of company publishers in April. How? Brethren advancing to the pioneer ranks will naturally devote more time to Kingdom service, and hence will be able to assist more individuals in entering field activity. Pioneers can also be a great help in aiding weak publishers in the company.

Let each one of us, therefore, assume a direct interest in a new peak in number of publishers; plan and work toward that end in your company, advancing beyond your company's present all-time high.

April is superabounding with opportunities to advance Theocratically. In all nations Jehovah's servants unitedly join in Theocracy's onward march during the concluding month of the *Watchtower* campaign, the "ALL NATIONS ADVANCE" Testimony Period.

SUBSCRIPTIONS TO DATE
122,564

Out of Stock

The following items are now permanently out of stock:

1948 Calendar
1948 *Yearbook of Jehovah's witnesses*

Remember Pioneering

Study Third Personal Pioneer Letter

All consecrated witnesses recognize the desirability of devoting full time to the service of Jehovah. Consequently their thoughts dwell upon their own personal circumstances and each day some find it possible to take the forward step into the pioneer service. Even so, the Society feels the same responsibility that Peter did when he wrote, "Wherefore, I will not be negligent to put you always in remembrance of these things, though ye know them." It is to put you in remembrance of things already known that a third letter of invitation to pioneer service is being sent to each publisher with this *Informant.* As you individually read it, may it bring to mind the practicability of the pioneer work and possible ways for you to engage therein. It will also be considered by the entire company as were the previous letters.

Spirited discussion awakens new ideas and instills determination in the servant whose circumstances make pioneering possible. Accordingly, in addition to the discussion of the third letter during one service meeting, another service meeting during April should stress the privilege of pioneering. During that meeting, outstanding points from all three pioneer letters can be considered, either by short talks, discussions between two or more individuals, questions and answers, or by demonstrations. Include experiences on pioneering also. These can be personal experiences of local pioneers or some taken from *The Watchtower* and the 1948 *Yearbook.* By giving careful thought and diligence in preparation, it should be possible to have a very interesting and helpful service meeting program based on the pioneer work. Perhaps, through this medium, publishers from your company will be aided to advance into the pioneer ministry.

Vacation Pioneers

There is no doubt that the coming of spring will witness an encouraging increase in the number of pioneers. During the summer months, working side by side with these regular pioneers, will be the vacation pioneers, boys and girls who wisely recognize that their early years can most profitably be spent serving their Creator, and adults whose vacation periods permit expanded service. Now is the time for you to start making plans so that when vacation comes there will be no delay. Mature publishers can do much to encourage the young folks and help them get started on a sound basis. Vacation pioneering might also be given some attention in the pioneer service meeting.

All publishers, then, whether old or young, remember the pioneer service. Plan with faith, strive constantly to remedy those things that hinder, and, above all, look to Jehovah for his aid that you may attain to this blessed service.

District Assembly

Atlanta Assemblers Richly Blessed

From Wheeling, West Virginia, on the north to Key West, Florida, on the south, and from western Kentucky to the Atlantic ocean, witnesses streamed to the focal point of Atlanta, Georgia, March 12-14, for the first of a series of district assemblies in 1948.

The assembly was held in the spacious Municipal Auditorium. The entire main floor was filled for the opening meetings Friday morning by publishers desirous of reaping full benefits from the assembly. Over 5,000 were present Saturday, and attendance for the public meeting Sunday swelled to 6,665 as people of good-will from Atlanta joined with Jehovah's witnesses to hear Brother Knorr deliver "The Kingdom Hope of All Mankind".

From the opening words of the chairman Friday afternoon to Brother Knorr's concluding remarks Sunday evening, the program was brimful with choice food from the Lord, each portion bringing something new and strengthening as it was presented by the president or other representatives of the Society. The audience gave rapt attention throughout, showing their appreciation with repeated applause.

Practical Instruction

Throughout all sessions notebooks had been very much in evidence as the interested listeners recorded information from the talks, demonstrations and experiences for use by themselves and those at home who had been unable to attend.

The district assembly, in addition to proving most profitable to the publishers, gave an effective witness to the friendly city of Atlanta, one newspaper reporting, "Jehovah's witnesses Tranquil in a War-torn World." Happy smiles and joyful voices gave evidence of keen appreciation of the table Jehovah had spread for them. Many expressions such as these were heard: "It was the most practical assembly I have ever attended." "This is just what our company needed." Not least among the joyful events were the thrilling experiences of pioneers. The innumerable ways that the Lord provides for these faithful servants to continue in the full-time service was very inspiring.

Yes, Jehovah had gathered his people for a purpose and they had drunk deeply of the refreshing spiritual truths and practical instructions. As they departed for their homes, whether in populous cities, villages or secluded mountain regions, all felt better equipped and anxious to get back to the field to put into practice those things they had learned. Similar provisions await the brethren in other sections as conventions for their districts are held. Plan now to be among them.

Publications Now in Stock

"The Truth Shall Make You Free" Study Questions —Hollandish

"The Tongue of the Wise Is Health"

Starting Book Studies to Be Featured During May

"Let God Be True" and *The Joy of All the People* to Be Offered

In spite of all the efforts of men to gain health and life, the human race continues on its downward course. Why? Because they ignore the only means of health and life, a knowledge of Jehovah and his Son, Christ Jesus. Those who have this knowledge and are wise will impart it to others, even as the text for the month of May states: "The tongue of the wise is health. The lip of truth shall be established for ever: but a lying tongue is but for a moment."—Prov. 12:18, 19.

For the tongue to be health, *what* we say, though the truth, is not enough. *How* we say it is also important; our speech must be in accordance with the wisdom that comes from above. It should be friendly, gracious, kind, judicious and persuasive. (See Proverbs 16:21, 23, *Moffatt.*) We should try to develop that sensitive mental discernment, Theocratic tactfulness, which helps to analyze each situation, and then adjust our speech accordingly. And having struck a spark of interest, hold it by conversing on the level of the people. Remember, they know nothing of the truth, and therefore if they are to grasp what we have to say we must proceed simply and slowly.

Starting Book Studies

In many companies less than a third of the publishers conduct book studies. To improve this situation the starting of book studies will be featured during May. Usually, before we can start a book study we must first place the book with the people, and therefore during the month of May the wise will use their tongues in presenting the book *"Let God Be True"*, together with the booklet *The Joy of All the People*, on a contribution of thirty-five cents. If unable to place the bound book make a special effort to leave the booklet on their promise to read it, if they are unable to contribute. Every home should have a copy of this joyful and timely message. Should there be some who promised to subscribe for *The Watchtower* or *Awake!* during April, but were unable to do so then, you may still give them the benefit of the special offer of the year's subscription and eight booklets on a contribution of one dollar during May. However, for all regular house-to-house activity the bound book and booklet will be presented.

Having found interest, be sure to make a note of it on your house-to-house record, and then call back so as to give further health-giving information. During May there will also be much back-call work done in connection with those who subscribed during the *Watchtower* campaign, as well as with those who subscribed a year ago and have allowed their subscription to expire. These expiration slips are now being sent to the companies. Regardless of the occasion of the back-call, be prepared and equipped to discuss a specific subject with them, one in which you have reason to believe they will be interested.

All back-call activity should be engaged in with the goal in mind of starting a book study, for book studies result in publishers. The wise will be tactful in this also. Some are eager to learn. With these a book study can be started on the first or second back-call. Others have only a slight interest, which must first be fanned into a flame before they will appreciate the need of regular study.

Having started a book study, the tongue of the wise will be careful to use tact when difficult situations arise. When an error is stated dogmatically, instead of flatly contradicting, pose a question, such as: "If that be true, I wonder what the apostle Paul meant when he said 'Let no man judge you regarding the sabbath'? Such judicious speech will go far in giving health to the hearers.

Other opportunities afforded the wise to let their tongues be health come in calling out appropriate slogans in the street magazine work, extending cheery invitations to passers-by, together with the handbills, giving a hearty welcome to the stranger that comes to hear the talk, and, for some, the added privilege of giving the public talks.

During the month of May, and at all times, let us show our love for Jehovah, for righteousness, for life and for our neighbor by using our tongues wisely in every feature of Kingdom service. Thereby our tongues will be health not only to others, but also to ourselves, for we shall realize the promise that "the lip of truth shall be established for ever".

The Kingdom Hall

A Clean Place of Pure Worship

More than anything else the people of today need a knowledge of the Kingdom. To partly fill this need, Kingdom Halls have been established in cities and towns from coast to coast. It is at the Kingdom Hall where true ministers, young and old, are thoroughly equipped to expand the Kingdom witness to the ends of their territory. It is at the Kingdom Hall, and not any imposing religious edifice, where good-will persons may assemble with a Christian congregation to learn the way to life under the Kingdom. Indeed, the Kingdom Hall, regardless of size or location, assumes its proper place as the most important structure in the community; it is directly related to the peace, freedom and eternal life-interests of the people.

In their Kingdom ministry Jehovah's witnesses deport themselves always in keeping with the Scriptural admonition to be clean in speech, habits and dress. Necessarily, this trait should be reflected in the appearance of their Kingdom Halls. The very name "Kingdom Hall", in fact, denotes a clean place of pure worship. Does your Kingdom Hall live up to its name? Is it truly clean at all times, comfortable and inviting to publishers, new interest, and the public? What is the impression your Kingdom Hall will make upon a truth-seeker visiting the company for the first time? Surely every company values highly its Kingdom Hall, whether owned or rented, as a provision intended to honor Jehovah's name and bring much benefit to all who enter its doors.

Maintaining a Presentable Kingdom Hall

Keeping the Kingdom Hall attractive and inviting requires diligent care. Chairs, for example, should be arranged and dusted before meetings; floors swept and washed as often as needed. Walls and ceiling ought to look presentable. Kingdom literature deserves the best of treatment, placed neatly in the stock room and kept free from dirt. Orderly placement of equipment, such as desks, tables, maps and files, will also add to the hall's appearance, in addition to aiding servants in handling their duties efficiently. The Theocratic ministry library, too, requires attention, while the company chart will need care in the mounting of figures. If your hall provides for a Kingdom window advertisement, tasteful displays, kept neat and changed regularly, will catch the eye, silently witness to passers-by, and help to make the outside presentable. An identifying "Kingdom Hall" sign may be displayed, while, within, a neat year-text at the front, focusing constant attention on our service theme, plays its part in making each hall truly a *Kingdom* Hall.

Maintaining a presentable Kingdom Hall necessitates co-operation among publishers. The hall is *yours*. Why not, then, share in making your hall best serve its purpose? Caring for it is a Theocratic service. The greater the number able and willing to have part in this service, the less of a responsibility will be laid on a few. Brethren may volunteer to serve in this respect, and the company servant can arrange a schedule that will provide for the satisfactory maintenance of the hall. Children, also, can prove co-operative. And during all meetings younger brethren, being trained for a full life as God's ministers, will be just as attentive and orderly as older publishers.

The Kingdom Hall is indeed an assembly place for pure worship. May your hall fully serve its purpose as Jehovah's true ministers and persons of good-will gather regularly to increase in knowledge of the King and the Kingdom.

Diligence in Every Good Work

All Features of Service Bring Blessings

There is no boredom in serving Jehovah. Even as he has provided an infinite variety in his inanimate creation, he places a well-balanced, varied service program in the hands of his witnesses, each of which fills a definite need. Diligent servants, upon learning of their service charge, recall the words of the wise man who said, *"Whatsoever* thy hand findeth to do, do it with thy might." (Eccl. 9:10) They wisely refrain from slighting any feature of the service.

Our Leader, Christ Jesus, set an excellent example for us in this respect. "Whatsoever" avenue of preaching opened itself to him he seized readily and performed with his might. He took part in the house-to-house work, made back-calls, instructed small groups in the privacy of their homes, shared in public meeting activity and was found magnifying Jehovah's kingdom in the streets and market places. Because he did so he conveyed blessings to persons in all walks of life and was richly rewarded by his Father. We do well to thus participate in *every* feature of the service, and this we can do through Christ.

Field Service Report

MONTHLY QUOTAS

	Pubs.	Av. Hrs.	Av. B-C	Av. Bk. St.
Sp'l Pios.	3,864	175.0	50.0	7.1
Gen. Pios.		120.0	39.5	5.3
Co. Pubs.	70,584	14.5	3.6	1.0

February Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bk. St.
Sp'l Pios.	501	157.7	54.5	6.9
Gen. Pios.	3,445	107.0	31.7	4.5
Co. Pubs.	62,894	12.2	3.9	.5

PUBLIC MEETING CAMPAIGN

Public Meetings Held 3,554

By following this Christlike and proper course you gain the greatest possible fruitage from your service and bring blessings to yourself and others. As you go from door to door you meet people in their homes where they are relaxed and are more apt to have a moment to discuss the Bible. Through conversation they can better judge your frankness and honesty and they have a fuller opportunity to see and select literature that appeals to them. Meantime you are learning to be versatile in your presentation and experience the joys of finding the "other sheep".

The need for calling back on the people is as great today as it was when Christ called back at the home of Martha and Mary. At these back-calls and book studies the new ones grow in understanding as you carefully feed them. But both the student and the instructor learn through this systematic method of study. You will profit too from looking up and answering questions; and is it not a blessing to see their progress and to enjoy the satisfaction of assisting new publishers into the field? Those blessings are available to all who follow the lead of Christ in back-call and study activity.

Jesus brought blessings to great multitudes of people by carrying on public meetings for their benefit. Today the public meetings still furnish a rapid means of acquainting large numbers of people with the truth. And it affords you an excellent opportunity to show real love for the stranger. At our meetings men of good-will are blessed by the message that they hear and by their association with others who love righteousness. As you offer handbills and magazines on the streets you serve people who might otherwise be deprived of the truth. Street and public meeting activity have a place in every community.

Thus, all features of the work go hand in hand. Each is necessary, both to persons of good-will and to those who would follow the leadings of Christ. Individual publishers will be greatly aided if the company arranges for each feature of the service to receive due attention. Has your company, or have you as an individual publisher, been concentrating on some features of the work to the exclusion of others? If so, begin today to include all features of the work in your service program, doing each with your might as unto the Lord. So doing, you will bring a blessing to yourself and to those you serve.

Is *The Joy of All the People* in Every Home?

Jehovah's servants have been blessed with a joy unknown to the world. With the people's need for this joy's increasing in these troubled times, we are fortunate to have at our disposal an instrument that can do much to bring them relief, the booklet *The Joy of All the People.* Its message is most comforting and appropriate in view of world sorrow and in view of present world expansion of the Kingdom work.

Due to your appreciation and diligent effort, over 3,500,000 copies of *"Let God Be True"* have been shipped from the Brooklyn factory. However, while *The Joy of All the People* should receive two or three times this distribution, less than 2,500,000 copies have been shipped. Do not forget that this helpful booklet should also be given the widest possible distribution. Order supplies now and make it your goal during April, May and June to place a copy of *The Joy of All the People* in every home in your territory where the people will agree to read it.

INFORMANT

MAY, 1948 "I will sing praises unto thee among the nations."—Ps. 57: 9, A. S. V. BROOKLYN, N. Y.

"The Tongue of the Wise Is Health"

Present *"Let God Be True"* and *The Joy of All the People*

Back-Call and Book-Study Activity to Be Stressed

The tongue is a little member, but even though small, it is difficult to tame. When used unwisely it is capable of inflicting deep wounds and stirring strife. But when used wisely, the tongue of a Kingdom publisher brings health to himself and others and praise to Jehovah. In the words of our text for this month, "There is that speaketh like the piercings of a sword: but the tongue of the wise is health. The lip of truth shall be established for ever: but a lying tongue is but for a moment." (Prov. 12:18, 19) Indeed, "death and life are in the power of the tongue." Hence, the publisher who wants health and life for himself and others will make wise use of the tongue during May, presenting the book *"Let God Be True"*, together with the booklet, *The Joy of All the People*, on a contribution of 35c.

In presenting the month's offer, wise and faithful ambassadors will apply instruction received through the service meetings and Theocratic ministry school. A wise, healthy tongue is a tactful tongue, kind, considerate, helpful. To use it aright, converse with the people on points of agreement, showing how *"Let God Be True"* will aid them to get further information on subjects they are interested in. These subjects can be readily learned by courteously allowing them to use their tongues to express themselves. Our ministry at the doors is a conversational one, not the delivery of a lecture. Barriers and stumbling stones can be gathered out of the way and much literature placed by wise use of the tongue in our house-to-house ministry during May, and the way opened up for further education of people of good-will.

Back-Calls and Studies Essential

The truth is not generally learned in one day or by the casual reading of a book. It takes time, effort and the assistance of an equipped minister. Back-calls and book studies are essential. Here the faithful ambassador can regularly bring the healing words of the Great Physician to those of good-will. And as each succeeding lesson in *"Let God Be True"* is carefully studied, they are brought closer to the point where their lips, too, can speak truth and be established forever.

Let your tongue be used wisely during May, then, by calling back on each person who has obtained *"Let God Be True"*, or only the booklet *The Joy of All the People*, or even where interest was shown but no literature placed. Call back also on those whose subscriptions have expired; stir interest in the magazine and seek to start home studies. As notices are received by the companies they should be distributed to the publishers and called on promptly. Remember, if they resubscribe, the subscriptions can be counted as new.

Some people of good-will may have been unable to subscribe to *The Watchtower* during the four-month campaign. Although the special subscription offer is not to be featured from door-to-door during May, we may give those who have desired subscriptions and those on our back-call lists the benefit of the eight-booklet premium. Every effort should be made to complete this final clean-up of the *Watchtower* campaign early in the month, so that the subscriptions can be in the hands of the Society by May 15, and thus be counted in the campaign totals.

Public Meetings Aid Back-Calls and Studies

By this time we should all be well along in our new public meeting campaign. Companies that use the tongue wisely in this feature of the service are almost always healthy in other features as well. Careful coverage of territory means that more good-will persons will be visited and more *"Let God Be True"* will be placed, resulting in added opportunities for back-calls and studies. Do not wait until interest has begun to wane before making such calls. Go back the next week. Give them an invitation to the current lecture. Then, by wise use of the tongue, fan the spark of interest into flame. By the time the two-week back-call activity arrives, many of those not really interested will have been determined, permitting special attention to be given to those manifesting real interest.

"Let God Be True" Service Meeting

After having spent four months presenting magazines and booklets, a service meeting during May devoted to the book *"Let God Be True"* will be beneficial. Parts on the program may include a discussion of talking points on the book, demonstrations to illustrate its presentation, information on following up placements of *"Let God Be True"*, or how to present it to *Watchtower* subscribers. Wise tongues can also be taught to start book studies. There is a wealth of material which alert servants can work into this meeting, presenting it in a variety of ways, so that it will be interesting and profitable to all.

Let the month of May, then, be one in which the tongue of the wise publisher is kept busy bringing health, leaving no time for things which cut life prospects to 'but a moment'. How wise it is to use the lip for truth and 'be established forever'!

New Peak of 76,373 Publishers Reached in March!

117,311 Attend the Memorial

What cause for rejoicing! A new all-time high, exceeding our previous peak of last April by almost three thousand publishers! And not only that—reports at hand indicate that lands to the north, south, east and west of us have likewise attained new peaks during March. What an increase in Kingdom service, in praise given to Jehovah God, in comfort brought to men of good-will! And how the Devil and his demons must gnash their teeth in rage as they note this glorious expansion of the true worship!

What brought about these results? First of all servants of Jehovah God prayed for an increase, and then they backed up that prayer by a consistent course of action. Servants in the companies properly organized the company activity, and the regular and mature publishers co-operated by aiding the new, the weak and the irregular ones to have a part in the service. It is now possible to rejoice at these results, because the activity was reported. And so, the publishers having planted and watered, God gave the increase.

What now? Having made such good progress, shall we slack the hand? Unthinkable! There are thousands of others in this land who would take sides with Jehovah if but given the opportunity, and there are literally millions who have not been witnessed to in years. So, let us show our appreciation of the Lord's blessings upon our efforts by endeavoring not only to hold on to the gains made but also to push forward toward further expansion.

The report of the attendance at the Memorial celebration is also cause for rejoicing, since upward of 11,500 more attended this year than last. (A check reveals that by the time the Memorial report was closed, 91 percent of the companies had reported. What would the total have been if all company servants had sent in their reports promptly?)

New Booklet Released

Prepare Now for Wide Distribution

A new booklet, *Permanent Governor of All Nations*, will be used during the July and August campaign. Announcement is now made so that supplies can be ordered in advance. A quota of 25 booklets per publisher and 100 per pioneer for *each* of the two months has been set. Thus the quota for the two-month campaign will be 50 booklets for each company publisher and 200 for each pioneer. It would be well for the company servant, before ordering, to check by a raising of hands how many publishers are willing to assume this quota.

Each week the stock servant can advise the company servant how many of the new booklets have gone into the hands of the publishers, and this figure can be announced weekly at the service meeting. This will allow a close check on whether sufficient booklets to meet the quota set are getting into the hands of the publishers. Additional effort should be put forth when the quota is lagging. There is nothing gained by having the booklets accumulate in the homes of the publishers; hence, let's leave a copy in every house where it will be read.

Permanent Governor of All Nations is a 32-page booklet. It contains an address given by Brother Knorr to large audiences in London, Los Angeles and Philadelphia. This subject has since been discussed by district servants at circuit assemblies throughout the world. Now all publishers can share in taking this information direct to the people in their homes. During this "election year" its message is particularly timely and important. Order early, so that all may share fully in its distribution.

Publications Now in Stock

Permanent Governor of All Nations (Symbol: pg)	English
The Joy of All the People	Arabic
Refugees	Cinyanja
Hope	Norwegian
"The Truth Shall Make You Free"	Sesuto
"The Truth Shall Make You Free"	Yoruba
"The Truth Shall Make You Free"	Zulu

Subscription Renewals and Inquiries

Renewal blanks are sent to each *Watchtower* and *Awake!* subscriber prior to expiration of subscriptions. These blanks should be filled in completely and sent in at the time of renewal, making sure to note any recent change of address.

It will be of even greater assistance to the Society if you will pin or paste to the renewal blank a recent address label from your magazine or its wrapper. All essential information, such as name, address, zone number, etc., appears on each address label. The expiration symbol, such as W 8 48 or G 9 48, should also appear on the label you select to send in with your renewal slip. The *Watchtower* magazine is denoted by W and *Awake!* by G. The numerals denote the month and year of expiration.

When writing the Society asking for a change of address or making other inquiries as to your own or another's subscription, the matter can be more quickly handled if you will attach the address label to your card or letter.

Subscribers in other countries will, of course, send renewal blanks to their respective Branch offices.

"Neighbor Love" Testimony Period

Display Love Through Kingdom Activity

Welcoming the Stranger Essential

This world has utterly forsaken Jehovah's righteous rule of action: "Love thy neighbor as thyself." Hence, hate, greed, lying, terror and Godlessness form the pattern of life in this doomed old world. However, love, generosity, faith, truthfulness, and Godliness order the steps of Jehovah's New World ministers, whose lives are governed by genuine "neighbor love".

Universal hatred, characteristic of Satan's crumbling organization, casts mankind into a whirlpool of warmongering, hate propaganda and wholesale slaughter. On the other hand, sincere "neighbor love" finds its expression through the world-wide ministry of Jehovah's witnesses in preaching the life-giving Kingdom gospel. Is there any better way to demonstrate love of "thy neighbor" than by preaching the gospel of peace and life? Of course not! Then preach we will during the "NEIGHBOR LOVE" Testimony Period in June by our actions supporting God's own rule: "Love thy neighbor as thyself: I am the LORD." —Leviticus 19: 18.

Expressing Love

Just as *we* received a knowledge of Jehovah's purposes through patient, loving instruction in God's Word, so we should unselfishly afford our *neighbors* the same opportunity. During June the first step to this desired end will be presenting the offer, *"Let God Be True"* and *The Joy of All the People*, on a contribution of thirty-five cents. Where *"Let God Be True"* cannot be placed, endeavor to leave a copy of *The Joy of All the People.*

Through the diligent efforts of all Kingdom publishers, many bound books will be placed during the two-month campaign of May and June, and a solid, basic foundation laid for back-call activity. Then, call back with a purpose on every placement. The purpose? To establish home Bible book studies! With the comprehensive Bible coverage of *"Let God Be True"*, its thought-provoking questions and with a full knowledge of its contents, active Theocratic publishers should not encounter difficulty in starting home Bible studies in *"Let God Be True"*.

Shortly it will be time for all companies to express their "neighbor love" by calling on our rural friends, some of whom have not been visited since last summer. Much work was accomplished then and much literature placed. During the winter months our out-of-town neighbors who took literature have had ample opportunity to examine it. Hence, the time is now ripe for all companies holding rural territory to start organizing for rural activity at convenient times throughout the month. The better summer weather will permit a more diligent and expansive follow-up of interest in rural communities. Attend to this, and try to start studies.

Welcoming the Stranger

God's ministers 'forsake not assembling together', for they love the fellowship of associating with one another and appreciate the rich spiritual benefit received from attending all company meetings, public meetings and assemblies. Necessarily, in loving our neighbor as ourselves we keenly desire to have them enjoy the same benefits and blessings by attending these meetings. Therefore, a cordial invitation to attend all meetings will be extended persons of good-will. But our mission of love does not conclude there. No; we must welcome the stranger at these meetings. This is the privilege of every publisher, with the advertising servant setting a proper example. (See *Organization Instructions*, paragraph 88.) At the *Watchtower* study he should make certain that all visitors coming to the hall for the first several times are provided with a *Watchtower* magazine, or introduce them to publishers with magazines so they can receive full benefit from the study. Publishers should always be alert to cheerfully extend a warm, sincere welcome to new interest. Converse freely with them, but do not monopolize the conversation. Introduce them to other publishers. Make a tour of the Kingdom Hall, explaining the various departments. If you are welcoming strangers at a public meeting, arrange for back-calls, offer to call for them on the occasion of the next public or company meeting. Really display your "neighbor love" by welcoming the stranger.

Unlike the greedy, hate-breeding organizations of this world, Jehovah's witnesses will display their unselfish devotion to their Maker and fellow men by applying the righteous rule of action, "love thy neighbor as thyself." in all features of Kingdom activity during the "NEIGHBOR LOVE" Testimony Period in June. Will you share therein?

1948 District Assemblies

Divine Provision for Enlightenment

The grand procession of district assemblies scheduled for 1948 is a part of the majestic organization of Jehovah, directed by his holy spirit. They are moving forward to accomplish his purposes, dispelling the gloom of religion and superstition engulfing persons of good-will and bringing comfort and cheer to all valiant soldiers of the King Eternal. Attendants will be instructed, enlightened and equipped to be better Theocratic ministers.

World-wide District Assembly Activity

The recent district assembly at Atlanta, Georgia, the first for the United States, was acclaimed by all in attendance as one of the most practical and instructive assemblies ever conducted. The next one is scheduled for Houston, Texas, May 7-9, to be followed by the Oakland, California, assembly, May 28-30. But the benefits of district assemblies are not for one locality or one country. North, south, east and west, Canada, Alaska, Mexico, Central and South America will likewise receive this shower of Jehovah's blessings as will many of the other continents and the isles of the sea. Surely the Lord's organization cannot stand accused of neglecting to assemble together, 'and so much the more as the final day approaches.'

Most of these assemblies will be more difficult to attend than a circuit assembly, because of the greater areas involved. But any such disadvantages will be more than offset by what is gained in return. Jehovah is no waster. Since it is he who provides such assemblies, it cannot be considered a waste of money and time to attend. There will be a table spread that will be well worth the added effort.

And what are some of the things to be expected that will be of such value? Do you sometimes feel that you need additional instruction in house-to-house witnessing? that your efforts, though diligent, are not accomplishing as much as they should? Such instruction will be given at the district assemblies.

Or, perhaps your difficulty lies in making back-calls or getting book studies started. If so, you should not fail to attend the district assembly. All features of the service will receive their fair share of attention, including street-work and public meeting activity.

Others are seeking a remedy for poor meeting attendance or company difficulties. What are the basic causes for poor attendance at meetings? Can they be overcome? Is there any practical way to erase company difficulties and work together in unison? Who could fail to profit by hearing representatives of the Society present information on these important matters?

It will be impossible for one to retain all of the practical information there presented. It would be wise, therefore, to come prepared to take extensive notes, so that you can apply the instructions in the field, as well as share things learned with persons of good-will and publishers who were unable to attend. Undoubtedly, you will want to jot down suggestions on handling your service meetings and the main points of demonstrations and experiences, as well as material presented in the various talks.

Theocratic service instruction, divine enlightenment, comfort and many other blessings await you at your district assembly. Are you putting forth every effort to be there? No one who is able to attend can afford to miss the 1948 district assemblies.

Have You Fully Considered Pioneering?

The Pioneer Ranks Are Growing

Join the Joyful Throng

Jehovah's blessing has been manifest in the gratifying response to letters inviting publishers to take up the pioneer service. The growing list of pioneers has not come from the ranks of young single persons alone. Many of the new pioneers are married, some with families and other obligations. Convinced that Satan's old world is on the way out, they have resolved to no longer spend time unnecessarily in old-world pursuits. Instead, they are now spending their time and energy wholly to Jehovah's praise.

But our quota has not yet been reached. There are many more who can and should be pioneers. Earnestly and prayerfully weigh all the points involved, and perhaps you, too, may make this decisive Theocratic step. Many have written in to tell us that their previous objections and excuses have been completely broken down by the Scriptural reasons advanced for pioneering, leaving them with but the one course: become a pioneer. And this course they have joyfully followed with full appreciation that pioneering is not 'just another job', but a full-time service that will bring forth Jehovah's blessing.

The Joy of the Full-Time Ministry

Many expressions of joy are constantly being received from those now enlisted as pioneers. This does not mean, however, that pioneering is an easy life. Without doubt, many who write of their happiness have also had difficult experiences. They may have had to do without what many consider the necessities of comfortable living. They certainly have had to bear the reproach that comes to those taking Jehovah's side. But these things have not robbed them of their joy. Why? Because, basically, their joy comes from the consciousness of being used by Jehovah as one of his full-time ambassadors. This joy is enhanced by doing the most possible in God's service and carefully avoiding the old-world practice of getting by with the least possible effort.

Even though all in a family cannot become pioneers, effort can be made to enable at least one to do so. If aid is thus provided by family members, the way may be opened up for many more to enroll. The joys of these pioneers are certain to reflect upon the entire household.

Vacation Pioneer Service

Again vacation pioneer time is at hand. Instead of being taught in school, during vacation young ministers can go out and teach others. By spending the equivalent of school time in field service, six hours a day for five days a week, it will be possible to meet the new reduced quota of 120 hours per month. Undoubtedly, many more young folks will feel capable of meeting this quota and will readily respond. Let your youthful zeal and energy be used in singing praises to God, putting to practical use the things you have learned in Theocratic ministry school and service meetings. When writing for your application, *be sure to so state if it is for vacation pioneer service.*

Let all consecrated servants, then, consider pioneer service fully. Whether you enter for two or three months as a vacation pioneer or with the hope of continued pioneer service, your joys are certain to be multiplied at the hand of our bountiful Father, Jehovah.

Field Service Report

MONTHLY QUOTAS

	Pubs.	Av. Hrs.	Av. B-C	Av. Bk. St.
Sp'l Pios.	3,864	175.0	50.0	7.1
Gen. Pios.		120.0	39.5	5.3
Co. Pubs.	70,584	14.5	3.6	1.0

March Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bk. St.
Sp'l Pios	521	163.0	57.9	6.7
Gen. Pios	3,665	111.1	33.1	4.7
Co. Pubs.	72,187	13.1	3.6	.5

PUBLIC MEETING CAMPAIGN
Public Meetings Held 3,334

Memorial Week-End Activity

Attendance at Memorial	117,311
Partakers	10,553
Attendance at Public Meeting	64,117

SUBSCRIPTIONS TO DATE
202,455

District Servant and Servant to the Brethren Talks

The district servant's talk at circuit assemblies during the latter half of 1948 will be "Freedom for All Nations". After July 1, servants to the brethren will speak on the subject "Superhuman Rulers of This World", except where the previous talk, "Paradise Earth—Man's Permanent Home," has not yet been given. Handbills should be ordered accordingly.

INFORMANT

JUNE, 1948 "I will sing praises unto thee among the nations."—Ps. 57: 9, A. S. V. BROOKLYN, N. Y.

"Neighbor Love" Testimony Period

Current Book-and-Booklet Offer Continued

Stress Back-Call and Public Meeting Activity

Love for the Provider of the hope of everlasting life and its attendant blessings prompts sincere persons to learn God's righteous requirements, and, having learned, to act in harmony therewith. To faithful servants, then, God's command to "love thy neighbour as thyself" (Lev. 19:18) is full of meaning. During the month of June, which has been set aside as "NEIGHBOR LOVE" Testimony Period, they will make special effort to show love for their neighbors by bringing them God's truths.

One way to show love for our neighbor in June is by participating in the distribution of "*Let God Be True*" and *The Joy of All the People*, on a contribution of 35c. Were we not overjoyed and moved to praise our Creator when we first read these two remarkable publications? Could we honestly say, then, that we love our neighbor as much as ourselves if we fail to present these truth-containing publications to him?

But the showing of love is not fulfilled by simply appearing at the door of the neighbor with the publications. Our presentation of the message should be enthusiastic and motivated by a real concern for the welfare of the hearer. He undoubtedly has many problems in these days of distress. The answer to every such problem is found in the Bible, and the book "*Let God Be True*" can assist the inquiring one to find the answer quickly. We can be of greatest assistance to our neighbor by endeavoring to consider *his* point of view and by being kind and tactful. Then problems once seeming big to him become of little consequence in new-found knowledge of the truth.

Knowledge of the contents of "*Let God Be True*" and *The Joy of All the People* will enable the publisher to stress the vital points and accomplish the most in the usually brief time that is available when calling from door to door. Call attention to these main points by referring to the table of contents, questions that you have noted in previous study or the subject and scripture indexes. It would be difficult and time-consuming for the publisher to answer all the questions and objections of the householder without "*Let God Be True*". It would be even more difficult for this "neighbor" to gather together this fund of information by himself. It is, therefore, an act of love and unselfishness to get "*Let God Be True*" and *The Joy of All the People* into every home possible, and to instruct the obtainers how to use them most effectively.

Show Love by Calling Back

While a study may not result from every placement of "*Let God Be True*", let this not be because of our failure to properly show love for our neighbors. Consider each interested person as a prospective study. Diligence will bring heart-cheering results. Then, when studies are started, be dependable, calling back regularly, assisting them to advance. Only by so doing can the desired results be expected, that is, an increase in devoted servants of God showing love for their neighbors.

However, these neighbors with whom we are studying will not usually begin to publish without special assistance. Therefore, we must continue to *prove* that we love our neighbors "as ourselves" by patiently helping them to confess with their mouths, that they may gain life.

So important is the calling back upon our neighbors who have shown interest, either by obtaining literature or otherwise, that a service meeting in June should be set aside for the consideration of the back-call and book-study work, emphasizing particularly studies in "*Let God Be True*". Points that might be included in this meeting are: publisher preparation (such as noting topics the individual is interested in and looking up further information on the subject before calling back), demonstrations on making the initial back-call and converting back-calls into book studies, arrangements to improve local back-call activity, results of consistent back-call and book-study work, experiences, assisting the new ones to publish, etc.

Other Features of the Work Continue

During June, other features of the work will continue to be stressed. We can show love for our neighbors by faithfully participating in the advertising of the public meetings, and then attending ourselves so that we can further assist the people of good-will who attend. Magazine work, as well as the distribution of leaflets on the streets, will now be more effective since the coming warm spring days will bring more people out and the publishers can remain for longer periods of time. Nor should we overlook the advantages and possibilities of outdoor meetings. Many companies have already begun to have outdoor meetings in conjunction with intensified witness in rural districts.

Our desire for life, not only for ourselves, but also for our good-will neighbor whom we love as ourselves, will motivate us to continued faithful service to our Creator during June, as we bring to a close the two months of distribution of "*Let God Be True*" and *The Joy of All the People* and participate fully in the "NEIGHBOR LOVE" Testimony Period.

Making Remittances

Use New Remittance Form

Included with this *Informant* is a supply of a new remittance form (S-52), which is to replace the old form, beginning July 1, 1948. To avoid confusion, copies of the old form should be discarded and only the new form used *after* that date.

Instructions for its proper use appear on the back of the form. It is to be used by *both companies and pioneers* whenever a remittance is sent to the Society, except when the remittance is for subscriptions only. (Whenever possible pioneers should obtain literature from company stocks and remit to the company at the time of getting literature.) Whenever subscriptions are sent, that remittance should be shown on the Subscription Record sheet (S-10). Do not enter any money on the Subscription Record sheet except that which is for subscriptions. That is, after July 1 the remittance form on the old Subscription Record sheet should NOT be used to request credits for literature or magazine accounts. If the remittance includes monies for the literature or magazine accounts, the new remittance form should be used and the entire remittance listed on it, including the amount to be applied toward subscriptions, which is also shown on the Subscription Record sheet.

Companies may continue to use their present supply of Order Blanks (S-5), but the remittance form which appears on it will no longer be used. Use the separate new remittance form instead.

The remittance form should be filled out carefully, completely and *in duplicate*. Write plainly, please. The original is to be sent to the Society with the remittance, and the duplicate copy kept in the company files. Be sure to fill in the date, complete name and address of the company (or pioneer) and the number of the check or money order, in the spaces provided. The money-order stub might be pinned to the company's copy of the remittance form, for a record.

The Society will no longer send credit memos to acknowledge receipt of remittances, nor will remittances be entered at the bottom of the invoice. The Society will henceforth acknowledge receipt of your remittances on the monthly statement only. The company will then have a complete record of credits and debits of its account on one slip, the statement. The remittance will be identified on the statement by the date and by the number of the check or money order, as well as by the amount. Hence, all checks should be numbered and the remittance form dated. When a small slip marked "Duplicate copy of your cash item order" is sent to you with a shipment of cash items, the money you remitted for these cash items will not appear on any statement. The slip constitutes acknowledgment of the remittance. When subscriptions alone are sent, the remittance is not acknowledged, other than by the sending of the magazines.

When the monthly statement is received, the accounts servant should check it against the duplicate copies of the remittance form which he keeps on file. Invoices will be sent as before. Credit memos will be used only to notify the company of adjustments in accounts.

If it is necessary to write the Society about a remittance, always refer to the date it was sent, the number of the check or other instrument, the amount and the name of the company or pioneer. It is not advisable to send cash by mail.

All companies should endeavor to send their remittances during the first ten days of every month. Having checked the inventory and the other records at the end of the month, it would be good for all companies to make a remittance within the first ten days of the next month, using this new remittance form, as well as send in their order for literature they will need. Check the remittance form carefully before applying for the money order or making out checks. Wherever possible, send only one remittance each month. Accounts servants should give this matter careful consideration. Close attention to the use of the new remittance form and the sending in of remittances properly and on time will greatly facilitate the handling of this work in the office, and will permit better service to the brethren.

European Relief

It has come to the attention of the Society that individuals in Germany and other countries of Europe have addressed letters to Jehovah's witnesses and the Society in principal cities throughout the United States. These letters contain requests for food and clothing. Often when investigations are made it is found that the persons who make requests in such manner are not Kingdom publishers, and are sometimes opposers. The Society has a Branch office in Germany to distribute the relief materials fairly among the worthy persons, and it is therefore suggested that the brethren forward letters from Europe to the Society, so the requesting individuals may be investigated before help is sent. If the person in Europe is known to you, it is all right to send help, if you see fit.

New Magazine Letter

A copy of a new magazine letter is being sent to each company and pioneer. It contains information on how to order, the opening of magazine accounts, amount of remittance to send for subscriptions, etc. All servants and pioneers should give the letter diligent study, and it should also be considered at service meetings, so that everyone can be acquainted with this material. The careful following of these instructions will make possible the efficient handling of magazine orders and accounts and an expansion in this important feature of the service.

Praise Guarantees Salvation

New Booklet, "Permanent Governor of All Nations," to Be Featured

July Suitable for Rural Activity

Jehovah God, the giver of every good and perfect gift, has provided a gracious means whereby men can gain salvation, and that salvation is guaranteed by praise. Hence the psalmist's words resound from our lips: "I will call upon the LORD, who is worthy to be praised: so shall I be saved from mine enemies." (Ps. 18:3) Such proper praise is that which upholds the true worship of Jehovah, and thus opens the way for all men of good-will to gain salvation.

How Praise?

During the month of July we will praise Jehovah by going from house to house presenting the book, *"The Kingdom Is at Hand"*, and the new booklet, *Permanent Governor of All Nations*, on a contribution of 35c. Most companies will have ordered and received their shipment of this splendid booklet, and, when its distribution begins in July, will be able to include it in every offer. Truly the peoples constantly perplexed by anxiety and unrest need today more than ever before the comforting message of the Kingdom that announces the sure remedy for world distress. Kingdom publishers, then, will review these publications and become familiar with their contents, in order to give a clear presentation of the Kingdom message at the doors. The book, with its effective narrative style, treats the Kingdom subject thoroughly, from the original Edenic promise down to its final fulfillment in the new world. The new booklet can be used to show that Jehovah has already provided the King of this new world in his permanent Governor of all nations. His ambassador-publishers will endeavor to leave a copy of the new booklet in every home. At the service meetings, effective demonstrations outlining points the publishers can use in the field will be helpful.

Praise that guarantees salvation includes making back-calls. These should by no means be neglected. Publishers placing the book and booklet in the field should note the interest shown by the recipient and, on the back-call, should endeavor to further his interest. The many bound books that were placed during June provide good ground for book studies. Those not at present conducting a book study should follow up previous placements, and, by diligent effort, have a part in this important work of praise. Experienced study conductors can lend much practical assistance. A book study should be the ultimate goal of each publisher in placing literature.

Do Not Forget the Rurals

Territory previously covered in the *Watchtower* Campaign and with *"Let God Be True"* can be covered again with the July offer. But many companies have territory that has not been worked with any of these offers. Concentrate on this territory, especially the rural areas, where, in many cases, the people have not been witnessed to in many months. Servants should take the lead in working this and other territory, that the number of praisers of God's name may continue to increase.

Summer brings good weather and opportunity for outdoor public meetings. Jehovah richly blessed the outdoor public meetings last year, and many people of good-will were aided thereby. Servants should be on the alert to find suitable places to hold these meetings. Thought should be given to the comfort of the people that come. Cool, shady lots with suitable seats should be selected wherever possible. Consideration of the direction of the wind, and providing for sound equipment, if available, will enable the audience to hear better. Good planning and support by the publishers and pioneers are certain to result in Jehovah's blessing on these meetings.

Rendering praise to Jehovah, Kingdom publishers understand the way to salvation: "And let such as love thy salvation say continually, Let God be magnified." (Ps. 70:4) During this month we will let God be magnified by rendering praise to him, for continued praise guarantees salvation.

Publications Now in Stock

The Joy of All the People ..... Malayalam
'The Meek Inherit the Earth' .. Hiligaynon-Visayan
The New World ..... German

Public Meeting Halls

Where the brethren find it impossible to get adequate facilities or private halls for public meetings, applications can be made to the school boards for permission to hold the public meetings in the school auditoriums. It may be that the authorities will consent to the use of the school facilities on Sunday, when it would not interfere.

In some states the school trustees or boards of education are, by law, required to permit the use of school buildings and school auditoriums for community gatherings. If such is the case, the school may be compelled by law to open up the rooms to Jehovah's witnesses, if they are used by others for civic purposes or community gatherings. If denied the use of such buildings in states where the law allows the school to be used, communicate with the Society.

Field Service Report

MONTHLY QUOTAS

	Pubs.	Av. Hrs.	Av. B-C	Av. Bk. St.
Sp'l Pios.	3,864	175.0	50.0	7.1
Gen. Pios.		120.0	39.5	5.3
Co. Pubs.	70,584	14.5	3.6	1.0

April Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bk. St.
Sp'l Pios.	486	165.1	58.5	6.8
Gen. Pios.	3,765	113.3	32.0	4.5
Co. Pubs.	72,388	13.5	3.5	.5

PUBLIC MEETING CAMPAIGN

Public Meetings Held 4,961

The above report for April is indeed encouraging. Besides maintaining the striking peak of publishers reached in March, we have made a slight additional increase, causing us to reach a new all-time peak of 76,639 publishers. It is manifest that the "other sheep" are being found and are responding to the message of truth. Further increases are certain as we continue to sing forth the praises of Jehovah as he has commanded. Keep up the good work!

Is Pioneering for You?

Over 1,000 Have Answered "Yes"!

Over 1,000 new pioneers since January 1, with over 500 of these enrolling since April 1! These are thrilling figures that testify to pioneer expansion in 1948. And all indications are that this increase is just *beginning*. Daily, pioneer application requests pour into the office, accompanied by expressions of heartfelt gratitude and joy, such as: "We were in a demonstration in connection with the pioneer letters and our arguments were so convincing that we convinced ourselves." Scores of brethren are realizing the wisdom and practicability of the full-time pioneer service. Are you? Have you thoroughly considered the possibility of pioneer activity? If not, the Society urges you to prayerfully and carefully reconsider your three personal-invitation letters to pioneer service. Discuss the matter with successful, experienced pioneers and other qualified brethren. Perhaps it will yet be possible for you to join hundreds of others in happily saying: "Please send me an application for pioneer service."

A Call to Pioneers

The need for pioneers in certain sections of the United States is particularly great. To meet this need the Society recommends that those general pioneers who find themselves in position to do so take up pioneering in one of these states where the population is great and the publishers few, to compare with the rest of the United States. Publisher-to-population ratios for the states below range from 1-4,200 to 1-2,100. They are listed in the order of their need.

Kentucky	Vermont
Maine	Nebraska
Utah	Illinois
Tennessee	New York
North Dakota	Louisiana
South Carolina	Connecticut
New Hampshire	South Dakota
Mississippi	Georgia
Arkansas	Alabama
Rhode Island	West Virginia
Massachusetts	Virginia
North Carolina	Iowa

Of course, if some are able to pioneer only because of living at home, they should remain and advance the Kingdom interests there.

A word of admonition to those now pioneering is timely. Almost half of 1948 has passed and those pioneers who began working January 1 should have nearly reached the 700-hour mark of the 1,400-hour yearly quota. Those who have not done so should plan now to increase their hours during the summer months, bearing in mind the coming winter weather.

279,362 Subscriptions

All readers of the *Informant* will rejoice to know that 279,362 new subscriptions for *The Watchtower* and *Awake!* were obtained during the tenth *Watchtower* Campaign and received at the Brooklyn office. This figure includes only subscriptions obtained for magazines printed in the United States. The world-wide total has not yet been compiled. Thus, as a result of consistent witnessing activity, even during unusually severe winter weather, thousands more persons of good-will are regularly receiving information which will help them find the way to life. Keep in mind that they will need further assistance. Call back upon them and help them in their study of *The Watchtower*.

Organize Street Witnessing

Co-operation Necessary for Best Results

The worth-while work being done in the earth today is that related to the reconstruction of true worship. Appreciation of that fact will inspire us with zeal for service in all its various features. However, if our efforts are to be effective and accomplish Jehovah's purpose, our zeal must be accompanied by knowledge and understanding, not only of how to carry on each feature of the work individually, but also of how to work together, co-operating mutually for the best interests of the service.

Among our varied forms of service to Jehovah is that of street witnessing. The public meeting campaign has resulted in more time being devoted to this form of activity, especially handbill distribution; but lack of organization in some companies has prevented this added time spent from being as effective as it should be. Organization and co-operation are essential. How, then, can street witnessing be better organized?

Organizing the Work

According to *Organization Instructions*, the advertising servant is, among other things, responsible for the proper organization of the street witness work, co-operating closely with other servants to see that handbills are properly distributed on street corners and from door to door, as well as for assigning territory for street magazine work. It would be well to indicate not only the location of such assignments but also the best time and the kind of street work to be done. There are certain street corners on which it would be well to have publishers from morning until late at night on Saturdays, one publisher taking over when another leaves.

Both magazine publishers and those distributing handbills can be assigned to the same corner at the same time, co-operating together. By keeping both handbill and magazine distribution going simultaneously, the piling up of unused magazines will be avoided, and it will result in a greater combined witness. Publishers might alternate, engaging in magazine work one week and handbill distribution the next. All should be glad to co-operate with the servants in taking care of assigned territory at designated hours, so that all time devoted to this work may be most effective.

Having received such an assignment, the publisher should be regular, dependable. When he is engaging in street magazine work he should be alert, stand erect, be friendly and call out appropriate slogans in an appealing manner, giving no suspicion of weariness. He should be quick to note people standing near by and to approach them, giving a brief but effective witness regarding the magazines; and, of course, always be prepared to place the subscription offer. He should also carry a few handbills to give to those manifesting some interest.

Or perhaps he is assigned to distribute handbills. In this activity also he should be alert and show a pleasant friendliness. Additionally, a cheery invitation, perhaps mentioning the subject of the talk, should go with the placing of the handbill. Make them feel that one really wants them to come and that they will be welcome if they do. Such activity will go far in improving the effectiveness of one's service.

The Kingdom work deserves our best. Let us give it our best by being individually zealous and alert and by mutually co-operating together.

INFORMANT

JULY, 1948 "I will sing praises unto thee among the nations."—Ps. 57: 9, A. S. V. BROOKLYN, N. Y.

Praise Guarantees Salvation

Place the *"Kingdom Is at Hand"* Book with New Booklet

Aid Others to Praise Jehovah

Has the praising of the political, commercial and religious rulers of this world ever led the people to peace and prosperity? Have such worldly leaders ever done for their fellow creatures anything deserving of praise? Down through the corridors of time comes the thundering answer, No! What folly, then, to continue to laud and praise imperfect, weak and selfish rulers!

But there is one who is worthy of the unstinted praise of all creatures; one to whom all persons are indebted for their very existence; one who in times past has wrought marvelous acts of deliverance in behalf of those that praised him; and the only one able to deliver human creatures at the coming battle of Armageddon. That one, the praise of whom guarantees deliverance and salvation, is Jehovah, even as the psalmist says: "I will call upon the LORD, who is worthy to be praised: so shall I be saved from mine enemies."—Ps. 18: 3.

The command to praise Jehovah is to all his creatures; none are exempt. In fact, the only reason for living is to praise him. Such praise guarantees salvation regardless of how many or how great our enemies may be. And as the psalmist called on all musical instruments as well as all having breath to praise Jehovah, so his servants at the present time must use every legitimate means to do the same: the printed as well as the spoken word; from house to house, on the streets, in the homes and at public meetings.

Instruments for Praise

The two instruments of praise that Jehovah's servants will feature during July are the bound book *"The Kingdom Is at Hand"* and the new 32-page booklet, *Permanent Governor of All Nations*, on a contribution of thirty-five cents. Highlighting as they do Jehovah's King and kingdom as his means for salvation, they make an ideal combination. How clearly the Kingdom theme runs throughout the Scriptures, and yet how few appreciate that all-important fact! But they can, with help such as the book *"The Kingdom Is at Hand"*. And as religion goes all-out in support of the human substitute, most timely is the message showing that the schemes of men will fail and that only Jehovah's Governor will be a permanent ruler. Endeavor, therefore, to leave a copy of the booklet *Permanent Governor of All Nations* in every home where they will promise to read it.

With summer weather comes the opportunity to bring the message to those living in the rurals. However, to make rural activity really effective it must be properly organized. The everlasting destiny of those people is involved, and therefore we owe it to them to carry on our work most efficiently so as to reach as many as possible. For instance, where houses are stretched out along the highway, one publisher after the other can be dropped off along the way, the driver witnessing to the last house and then returning to pick up his entire group. In this way comparatively little time will be lost in waiting for others. Efficiency can be improved, too, if arrangements are made to call back on interested persons, rather than try to tell them everything on the first call.

Guaranteeing Salvation for Others

Our concern is not that we alone may gain salvation, but that others also may obtain it. For our praise to guarantee it for others as well as ourselves we must make back-calls and conduct book studies. For the ears of those of good-will to really hear requires understanding and appreciation; and that means giving them individual and personal help. As one recently wrote to the Society: "Please send someone here to teach us. It is so hard to understand the Bible alone. We need lots of explanation. We would not miss *The Watchtower* for anything but we need someone to help us. You told us one time that you would endeavor to send someone, and that was a year ago." (What an opportunity for some pioneer!)

Having helped the good-will to come to an understanding of the truth, let us go further by helping them to also engage in salvation-guaranteeing praise. Encourage them to come along with you in the street work and on back-calls and then the house-to-house work. You will find this to be the most stimulating part of the service.

During the summer months many companies will be able to arrange for evening witnessing; perhaps sometimes with the booklet alone, but also with the regular offer. More people are at home on weekday evenings than at any other time of the day or week; so let us make good use of this opportunity to praise Jehovah.

Summer will also see the expansion of the public meeting campaign to the rurals and out-of-doors. If a hall, park or bandstand is not available, an empty lot or a front lawn can be used.

So during July let all brethren guarantee salvation for themselves and aid others to do so by praising Jehovah with their voices and with every instrument at their disposal.

To Our Vacation Pioneers

Have you ever paused to consider what a Theocratically important forward step you have taken in becoming a vacation pioneer? What a great privilege it is to be in the ranks of the full-time servants of Jehovah God, even though for only a few months! As full-time proclaimers of Jehovah's permanent Theocratic government you daily show forth to your "neighbors" your true position as a minister of the Most High God, and that at a tender age. As with Samuel and Jeremiah, youthful full-time ministers of old, Jehovah's holy spirit will daily perfect praise out of your mouths. Age matters not with the Lord, and neither will men of good-will "despise thy youth" so long as you perform your ministry in the Christlike manner set forth in the Scriptures.

You "young men and maidens" who have selected vacation pioneering as your summer occupation have exercised commendable wisdom. Wise is your course of separateness from a corrupt world of adult and juvenile delinquency. Rather than "running wild", squandering precious time in idle pleasures, you have chosen a course of conduct that is "different", one wherein your time and energy are properly expended in serving your Maker. Through praising as vacation pioneer you are receiving the best possible training for advancing in your life work as an ambassador of Jehovah and his kingdom. And truly, vacation-pioneer activity affords youthful ministers a splendid opportunity to 'remember their Creator in the days of their youth', extending to them the ambassador's responsibility of teaching men of good-will. Cherish that obligation and inestimable privilege.

Meeting the Requirements

Measuring up to the Theocratic requirements of the vacation pioneer calls for certain requisites on the part of the minister. He must first place full faith in Jehovah's promises and purposes, and display implicit trust in the Lord as the Provider of the needs of his servants. Next, the Theocratic ambassador should possess a keen appreciation of his service to Jehovah and of the responsibilities laid upon him by merit of his high office of minister. With a keen desire to discharge these Theocratic duties properly, the servant of Jehovah will work with efficiency and look well to personal organization of his resources. He will budget his time prudently and diligently endeavor to meet the requirements of the pioneer by resourcefully devoting a maximum amount of time to Kingdom field ministry and study and a minimum amount of time to other activity. Further, the appreciative, efficient minister will be regular, consistent. He will hasten to take an exemplary lead in all features of the Kingdom service, always alert to aid others in improving their ministry.

Indeed, in vacation-pioneer service the avenues of Theocratic advancement are many, holding forth glorious future prospects. Vacation pioneering might well be the turning point in your life, the start of a life career of regular pioneer service. Many general and special pioneers now enjoying the blessings of regular full-time activity found their start in the vacation service. By faithfully "staying on the job" you may entertain the possibility of foreign service and other added privileges, if that be the Lord's will.

But most important of all, you brethren who have enrolled as vacation pioneers can be confident of the Lord's approval and may look for his abundant blessing as you utilize your faculties in a service that leads you in the path of life in the New World.

Pioneers' Reporting Important

Due to a lack of appreciation of the Society's need for accurate and trustworthy reports, it is necessary that we write to upward of a hundred pioneers each month either requesting their report or questioning some obvious inconsistency regarding it. To save this needless expenditure of time, pioneers are requested to please note and conform to the following:

1. Be sure that you put your name on the card on the line indicated therefor. Do not leave this line blank; do not put name of city instead of your own name; do not add street address to your name. Note state in space provided. Write name legibly (printed or typewritten is preferred).

2. Be sure you affix stamp; otherwise the Society is required to pay two cents each time you forget.

3. Reporting studies: The number of studies is determined by the number of different places or homes at which you conduct studies two or more times a month. Each time a study is conducted it is also a back-call; therefore the number of back-calls you can report in any one month must be at least twice the number of book studies.

4. Reporting public meetings: Leave this space blank unless you yourself sponsored the public meetings. Only the one sponsoring the public meeting should report it.

5. From time to time check your report letter, which contains more detailed instructions on this important matter of reporting.

Publications Now in Stock

"The Truth Shall Make You Free"
—Hungarian

The "Commander to the Peoples"
—Bohemian (Czech)

"The Prince of Peace"
—Hungarian

The Joy of All the People
—Spanish

The Joy of All the People
—Swedish

The Joy of All the People
—German

Catalogue — English

"God's Ministers" Testimony Period

Ministers Bless Jehovah by Doing His Pleasure

"The Kingdom Is at Hand" Proclaimed Earth-wide During August

"Bless ye the LORD, all ye his hosts; ye ministers of his, that do his pleasure." (Ps. 103:21) With their lips religious ministers "bless God", but by their actions they confess publicly that they are not God's ministers. Their unscriptural teachings and mixing up with corrupt politics of this world brand them as "false apostles" who defy the command and "pleasure" of God plainly written in his Word. Seminary education and man-made certificates mean nothing in the ordination of God's ministers. It is God who ordains, and the proof is undeniable that God's ordination through Christ and his spirit rests solidly upon Jehovah's witnesses, both the remnant and the "other sheep".

Doing God's Pleasure In Kingdom Service

God's true ministers render more than mere lip-service. They *do* his pleasure, using all their faculties, lips, tongue, mind, heart, hands, feet, eyes and ears to the glory of the Lord and his Son. They do his pleasure by willingly and joyfully accepting the responsibility to go forth into the field of public praise, either in individual territory or with a group. They do his pleasure by confessing with their tongues to Catholics, Protestants, Jews, and all others, from house to house and on the streets, by public meetings and in other ways, that the Kingdom has come to crush out evil and reign forever in righteousness. And they minister good news by return calls upon interested hearers, who need help in coming to a clear grasp of the Scriptures. God's ministers stick close to the method of ministry which Jehovah ordained for his Chief Minister 1,900 years ago.

Again and again God's model minister, Christ Jesus, proclaimed: "The kingdom is at hand." We follow his example, even to the very wording of the message preached. Ours, however, is an expanded ministry. Jesus did not possess the printed Word; his territory, moreover, was limited. In this day, when the Kingdom is permanently fixed under Christ, the whole world has become the field for ministry. God's pleasure is that "all nations" be informed of the Kingdom's reign. Hence God's modern-day ministers make full use of the advanced means of communication developed since Jesus' day. They deliver oral testimony, yes. But they properly carry with them this month the illuminating Bible helps *"The Kingdom Is at Hand"* and *Permanent Governor of All Nations*, offered in combination, on a 35c contribution. Besides hearing good news from the lips of God's ministers, thousands who seek God will be able to read, together with the Bible, more than 350 pages about the long-prayed-for Kingdom and its blessings. And into the hands of these and many more thousands will be placed the absorbing 32-page booklet which details proof of the present reign of God's ordained Permanent Governor, and the near end of wickedness. Spread the message of Kingdom truth from one end of your territory to the other by offering the book and booklet to all you serve, and by getting news of the Permanent Governor into every home, if possible, where they will read.

Opportunity for a United Ministry

All consecrated witnesses of God are his ministers, whether they bear the designation company publisher, pioneer, special pioneer, or vacation pioneer. All serve God "day and night", dedicating everything they possess to his service. With good reason, "GOD'S MINISTERS" Testimony Period ought to show forth to the world a united ministration of freedom-giving truths to the people who sit as prisoners shackled to sin, sickness and death because of a false ministry by Satan's servants. To all of God's ministers, male and female, young and old, wonderful opportunities open up during August to "make full proof of thy ministry" in your home territory. Let the Kingdom light shine through you, to God's praise and the blessing of the human family.

Ministry to Jehovah will never cease. But preaching of the Kingdom among "all nations" will end at Armageddon. Make the most of your opportunities to minister by Kingdom proclamation now, "publicly, and from house to house," and guarantee for yourself and others an eternity of glorious service as God's ministers in the New World.

Remittances and Credit Memos

As announced in the June *Informant*, no credit memos will be issued after June 30, except for adjustments of accounts. Beginning July 1, 1948, use the NEW remittance form (S-52) for sending in all remittances to be applied to your book and magazine accounts. Some companies used the new remittance form for sending in their remittances for June. For these June remittances, credit memos *will* be issued.

Symbols denoting the manner in which remittances have been made to the Society will henceforth appear on the statement. Accounts servants may wish to clip the following designation of symbols from an *Informant* and paste them in a convenient place for future reference.

B Bank money order
C Cash
D Draft or cashier's check
K Personal check
O Post office money order
P United States postal note
S Stamps
X Express money order

Vacation

In order that all those concerned may plan accordingly and order needed literature and supplies in advance, notice is now being given that the Bethel home, factory and office will be closed for vacation during the two-week period of August 7-22 inclusive. All pioneers and companies wanting literature for use during this time will please send their orders no later than July 12, in order to avoid a last-minute rush. With the exception of report cards and subscriptions, as little correspondence as possible should be sent to the Society during this period, in that no orders will be filled or correspondence answered from August 7 to August 22. Servants to the brethren will have their vacation during the same two weeks.

Consecration Means Joyful Service

Individual Schedule to Include All Features

Jehovah has ordained a work to be done in the earth today. This work is the preaching of the Kingdom message throughout the earth; and as his servants, Jehovah's witnesses have consecrated themselves to do this work of preaching.

In contrast with the people of the world who are regimented into doing the will of Satan, Jehovah's servants are willing volunteers. To do the will of their Creator is a joy and a delight. They do not seek happiness in pleasures of this world, because they take God's Word as truth when it says that such worldly pleasures are vanity and that the only real joy comes from serving Jehovah.

The joy manifested by Jehovah's witnesses is based upon their conviction that God's word is true; that he will vindicate his name and fulfill his glorious promises of salvation to faithful men. This hope of salvation and the privilege of sharing in the vindication of his name gives them peace of mind which men of this world do not have. This hope is so strong that it impels them to tell it out to others so they too may have a chance to learn of the Kingdom and rejoice. Yes, even their faces beam with joy as they go from house to house and stand on the street corners to tell the people about that Kingdom of righteousness.

Increasing Our Joy

All Jehovah's faithful servants have experienced and are experiencing this great joy of serving him. Are you perhaps for one reason or another missing some of these joys that could be yours? If this is true an examination should be made to find out the reason why. Is it due to a failure to appreciate Jehovah's purposes as revealed in his Word and the great privilege of serving him? Then you should diligently study God's Word and the instruments he has provided for our joy and strength. This, with regular attendance at meetings, will, no doubt, increase your joy of service. Is it due to a failure to engage in all features of the service? Then you should bestir yourself so that you not only go from house to house, and stand on the street, but also follow through by calling back and conducting book studies, for that is really the most joyful part of the service. Is it due to a failure to grasp all of your privileges? No one can have the joy of the Lord if he has the opportunity to engage in the full-time service and does not avail himself of it. You should venture forth in full faith, and you will find your joy increasing. As one pioneer wrote on the bottom of his first pioneer report card, "A month filled with joy and happiness."

Since returning from the district assemblies being held throughout the continent, many have written in that they are convinced by the practical instructions given that they must become more efficient ministers and advance in his service. Pioneering, to them, is the logical step to take, and they rejoice to expand into the pioneer ranks and into greater service.

Not that pioneer service is without trials and problems. In fact, all service rendered to Jehovah brings with it reproach and suffering from the hands of Satan and his demon-controlled men. But like our faithful Exemplar, Christ Jesus, we will go forth undismayed by it because the unquenchable joy of sharing in Jehovah's vindication overshadows such suffering.

Yes, consecration to Jehovah means not only service; it means *joyful* service. Faithful servants will have abundance of joy by taking advantage of all the provisions the Lord has supplied. They well know that 'the joy of Jehovah is their strength', and push ahead in the battle of endurance.

New Catalogue

An attractive 16-page self-covered catalogue has recently been completed which gives the description and prices of the most recent publications of the Society. It should prove to be a helpful addition to the equipment of the Theocratic minister. Catalogues can be ordered now at the rate of 50c for 100 copies. They may be placed with publishers at ½c a copy. Companies and pioneers may order less than 100 copies, when shipped with other literature, at the rate of ½c per copy.

The material in the catalogue is very suitable to further acquaint interested persons with the work and publications of the Society. It contains a brief introductory note which explains the purpose of the Society, a description of the three Scripture editions which the Society publishes, and explanation of the features of both *The Watchtower* and *Awake!* as well as sets forth the contents of the latest books and booklets.

That the catalogue may play its full part in advancing knowledge concerning the Kingdom, all company publishers and pioneers are urged to carry it regularly in field service, leaving a copy with those who show definite or unusual interest, and with back-call and book-study persons. The concise and dignified manner in which the catalogue presents the publications makes it suitable for use with businessmen or those persons contacted in secular work who show interest but who cannot be witnessed to because of time limitations. A few copies of the catalogue can be taken along in the street work, too, to answer inquiries about our work and publications which we can supply. The various ways in which the catalogue can be used, and the points on the different publications which it sets forth, could profitably be considered on the service meeting program.

Company servants, and pioneers who cannot obtain supplies through a company organization, may order immediately, according to their estimated needs. Wherever possible, orders should accompany 100-pound shipments.

Field Service Report

MONTHLY QUOTAS

	Pubs.	Av. Hrs.	Av. B-C	Av. Bk. St.
Sp'l Pios.	3,864	175.0	50.0	7.1
Gen. Pios.		120.0	39.5	5.3
Co. Pubs.	70,584	14.5	3.6	1.0

May Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bk. St.
Sp'l Pios.	467	154.8	53.9	6.5
Gen. Pios.	3,950	108.4	30.4	4.6
Co. Pubs.	72,423	13.4	3.4	.5

PUBLIC MEETING CAMPAIGN

Public Meetings Held 4,300

The above report shows our third consecutive monthly peak of publishers, totaling 76,840. While this exceeds last month by only 201, we rejoice, for May 1947 was the best May on record by over 6,000 publishers and this May exceeds it by more than 5,000 publishers.

INFORMANT

AUGUST, 1948 "I will sing praises unto thee among the nations."—Ps. 57: 9, A. S. V. BROOKLYN, N. Y.

"God's Ministers" *Do* His Pleasure

Give Full Proof of Ministry During August

Make Final Month of 1948 Service Year the Best

Ministers of religion point to their garb, their titles and their certificates of ordination as proof that they are God's ministers. But, far from serving God and doing his pleasure, they serve and please only themselves and their commercial and political allies. And instead of blessing the Lord, they heap reproach upon his name by teaching the doctrines of devils. Such are not ordained of God. The ones He ordains, that is, places in position of service, are those who have acquainted themselves with his Word and purposes, consecrated themselves to him and received his holy spirit. All such give full proof of their ministry by obeying his command, found at Psalm 103:21, "Bless ye the LORD, all ye his hosts; ye ministers of his, that do his pleasure."

Make August Outstanding Month

During the "GOD'S MINISTERS" Testimony Period we will bless Jehovah and do his pleasure by going from house to house with the bound book *"The Kingdom Is at Hand"* and the booklet *Permanent Governor of All Nations*, placed together on a contribution of 35c. Special efforts should be made to leave a booklet in every home, for the message it contains is timely and important. Remember the quota: 50 booklets for each company publisher and 200 for each pioneer.

In calling back on literature obtainers be sure to take along question booklets, as an aid in establishing book studies. In fact, it would be well to take question booklets with us when going from house to house so that we can approach the subject of a study to those who may have *"The Kingdom Is at Hand"*.

August, a vacation month, brings with it added opportunities of service for many. Vacation pioneers, of course, will be devoting more time to the service. But other ministers also, old and young, who may have vacations, are encouraged to take advantage of the extra time that vacation puts at their disposal by increasing their hours in the field during the month. Let all put forth special efforts to round out the service year by making this last month the best yet. A good final month will go far toward achieving our quotas.

Recounting Our Blessings

The final month of the service year is also an appropriate time to recount the blessings of the Lord. During the past service year we have had a new world-wide peak of more than 233,000 publishers and three consecutive peaks in this country. We have thus far averaged 60 percent of our quota of company publishers and have progressed steadily toward the 10-percent goal for pioneers.

So that all servants of the Lord may have a proper appreciation of these blessings and be stimulated to greater activity during the coming year, it would be well for each company or unit to devote one service meeting during August to the consideration of the service activity of the Lord's people during the past year, the Lord's blessing upon it, both locally and nation-wide, and the opportunities for improvement during the coming year. In the first part of the program an analysis can be made of the increase in publishers world-wide, in this country and then for the local company. Outstanding events in the service year, the circuit and district assemblies, the Memorial, the public meeting campaign, etc., should be highlighted. Interesting experiences might be given, those had by local brethren at home or at the assemblies, and/or those appearing in the *Watchtower* and *Awake!* magazines. This should be followed by a consideration of "Making the Coming Year Better". This can be accomplished by a careful analysis of any weaknesses of the company, especially as apparent from the chart, the prospects for increase as indicated by the Memorial attendance, and suggestions given for improvements, such as the need of personal organization, of regularity in the field, and of engaging in all features of the service. The pioneer quota of 10 percent of the total number of publishers should also be stressed. With proper planning and adequate advance preparation, this can be a most helpful and interesting service meeting.

Outdoor Public Meetings

August should also see all-out activity in the public meeting campaign. Reports coming in indicate that public meetings held in the open are almost always better attended than those held inside. With the recent ruling of the Supreme Court declaring all bans of the outdoor use of sound equipment illegal, the door for this feature of the work is opened wide. And let us make not only good use of it, but also wise use of it, making sure that our message is always presented in a dignified and courteous manner.

We are God's ministers. It is an honor and a joy to bless him and do his pleasure. Let all ministers, therefore, old and young, male and female, show their appreciation of this great privilege by zealously singing his praises and telling the good news of the Kingdom throughout the month of August.

Publications Now in Stock

"The Truth Shall Make You Free"
Study Questions —Arabic
The Joy of All the People
—Papiamento (Symbol: joPA)

Rearrangement of Circuits and Districts

The year 1949 looms before us with glorious prospects of Theocratic advancement. It seems well to rearrange and gear the organization of the work to provide adequately for these prospects. The Lord's ministers have learned much during the past year, and this should contribute greatly to the effectiveness of the work during 1949.

Beginning August 23, 1948, the Society is reorganizing the circuit and district setup throughout the United States so that practically all circuits will contain 24 companies. This will eliminate a number of circuits and increase the number of companies in almost all the others. The districts will also be altered to conform to this arrangement, and will, as in the past, be composed of sufficient circuits to provide for 24 circuit assemblies every six months. This does not mean that there will necessarily be 24 circuits in each district. Where the circuits are large and a burden is placed on many brethren in endeavoring to reach one point in the circuit for an assembly, the circuits have been divided into two areas and provisions made to have a circuit assembly in each area every six months. In circuits where this will apply the circuit servant will be advised of which companies are in area "A" and which in area "B". To the extent possible and practicable, the district servant will be routed so as to allow for at least two or three weeks between the time he serves area "A" and that of serving area "B" in any one circuit.

Commencing August 23 a new district will be established which will be known as district #7. This district will be composed of the 12 colored circuits in the South. Because of the size of these circuits and the time, inconvenience and expense involved, the Society is dividing all of them into areas "A" and "B", as noted above. The district servant will go over this territory once serving area "A" in each circuit, and a second time serving area "B". A graduate of the eleventh class of Gilead is being assigned as district servant for district #7.

A complete Spanish circuit is also being formed comprising those Spanish companies in Texas and vicinity. This will be known as circuit S-10. A Spanish-speaking brother will be assigned as circuit servant for that area.

Readjustment of Personnel

The above readjustment and the fact that many of the brethren now serving as circuit servants are leaving for their foreign assignments and many others are going to Gilead for the next class make it necessary to inaugurate a complete rearrangement of the circuit servants. Therefore, the Society is notifying all companies who their new circuit servant will be and to what circuit they are assigned. The circuit servants will also be advised fully as to their assignments. The Society is requesting all circuit servants to send their permanent addresses in the new circuits to the Society's office at 117 Adams Street, Brooklyn, as soon after August 23 as possible. Do this even though it may be the same as heretofore. They are also requested to advise us of the two cities they recommend for 1949 circuit assemblies. It is urgent that they work on this immediately. All company servants are requested to co-operate thoroughly with the circuit servant in obtaining and dispatching this information. All circuit assemblies will be canceled for the month of September. All of the brethren who plan to attend the district assembly are asked to attend the one to which they were assigned under the 1948 district arrangement.

Stock Inventory and Service Reports

Two "Stock Inventory" forms are being sent to each company and pioneer with this *Informant*. An actual-count inventory of stock on hand should be taken by each pioneer and each company and recorded accurately and completely on these forms in duplicate. The original should be sent to the Society's office not later than September 6, and the duplicate retained by the company or pioneer.

Each company and pioneer should complete August's field service report on August 31 and make a special effort to have it in the mail not later than September 4, since August concludes the service year.

Field Service Report

MONTHLY QUOTAS

	Pubs.	Av. Hrs.	Av. B-C	Av. Bk. St.
Sp'l Pios.	3,864	175.0	50.0	7.1
Gen. Pios.		120.0	39.5	5.3
Co. Pubs.	70,584	14.5	3.6	1.0

June Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bk. St.
Sp'l Pios.	446	159.4	56.5	6.5
Gen. Pios.	4,472	106.0	31.4	4.2
Co. Pubs.	71,944	12.2	3.3	.5

PUBLIC MEETING CAMPAIGN

Public Meetings Held 3,708

Efforts are being made to get the *Informant* into the hands of the publishers earlier than heretofore. In order for the report which appears in each issue to be as complete as possible, all companies and pioneers should give special attention to sending their report to the Society promptly. Do not enclose the report card in an envelope; put a stamp on it and send it direct. Publishers can assist by reporting field service promptly throughout the month and at the end, thus making possible a complete and prompt report to the Society.

Endurance for Our and Others' Salvation

September to Be a Month of Profitable Endurance

For a Christian to faithfully endure the hardships of the ministry means life everlasting. Wrapped up in that endurance is not only his own salvation but the means for others to gain salvation. Fittingly the apostle Paul wrote the young minister Timothy, "Take heed unto thyself, and unto the doctrine; continue in them: for in doing this thou shalt both save thyself, and them that hear thee."—1 Tim. 4:16.

Following the example of the faithful Endurer, Christ Jesus, Christians of today know they have more to work for than their own salvation. They must preach. They must demonstrate unselfish love for their neighbor by offering to him the way to life through Christ Jesus. That this is being done throughout the earth today on a large scale is attested to by the fruitful results of Jehovah's witnesses' activities during the past service year. It has been a year of endurance, yes, just as the coming years will be before Armageddon, but Jehovah's servants know that by enduring until the end their faithful service will pile up a 'heap of witness' to the Most High God.

September begins another service year of endurance for the Lord's servants, but they do not look to it with a negative attitude. They are ever more determined to do the great work of preaching that the Lord has purposed to be done. They know the Kingdom message must be preached so that men of good-will may know the way to life, and they understand the words of Paul, "How shall they believe in him of whom they have not heard? and how shall they hear without a preacher?"

Offer of Three Bound Books

Starting the new service year with a song of united praise, to help us in our work of preaching we have as instruments three of the latest bound books with the booklet *Permanent Governor of All Nations*. These books, *"Let God Be True"*, *"The Kingdom Is at Hand"* and *"The Truth Shall Make You Free"*, will be offered in combination on a contribution of $1.00. With their wide variety of subject material they offer much information to draw from in teaching others how to gain salvation.

While portions of your territory may already have been worked with these publications, it will be found that many interested persons do not have the literature and will gladly accept it upon presentation. Cover the territory thoroughly, be diligent and enthusiastic in offering the books, and good results will be forthcoming. If it is found that some already have the recent literature, rather than stressing the placement of more books, seek to stimulate the householder's interest in the publications he already possesses. Answer his questions and offer to return at his convenience to help him further in his study of the Bible. Demonstrate your desire for all of good-will to gain salvation as much as you desire it for yourself, by taking advantage of every opportunity to start book studies. Carry question booklets with you so as to be prepared to share with them the precious truths that lead to life. A copy of *Permanent Governor of All Nations* should be left with everyone who will read it, whether the person already has the other publications or not.

By our works of preaching we are making our endurance a profitable endurance; an endurance that benefits men of good-will and one that guarantees our salvation in the New World.

Instructions for Pioneers

It is indeed gratifying to see an ever-increasing number of pioneers serving as God's ministers full-time. The Society desires to serve each pioneer with the greatest possible efficiency, taking care of subscriptions, remittances, etc., as soon as possible upon receipt. This can be done, however, only if ALL pioneers carefully follow instructions. Some have overlooked the following points:

1. When sending in subscriptions *always* list them on a Subscription Record Sheet, whether you are sending many or only one.

2. Take care to send the *correct* remittance to cover the cost of the subscriptions. Pioneer subscription rates are: *Renewal* subscriptions for 1 year $1.00, and for six months 50c; *new* subscriptions as shown in Cost List. No separate remittance form is needed when sending only subscriptions accompanied by the exact remittance.

3. If you desire to send an extra amount to be applied to your account, then properly fill out and enclose a remittance form showing the right amount for subscriptions and the amount to be applied to your account. When too much or too little is sent for subscriptions and this incorrect amount is shown on the Subscription Record Sheet, credit memos or invoices must be made out at the office here, which operation is not necessary if the above instructions are followed.

4. Subscriptions are charged only when your account has sufficient credit balance to cover.

5. Remittances with an order or to be applied to magazine or book accounts should *always* be sent with the new remittance form.

Careful adherence to the above and occasional reviewing of previous instructions covering these matters will improve our service to you and hence our combined service to persons of good-will.

Improve Your Ministry

Theocratic Ministry School Jehovah's Provision

"Fulfill thy ministry." This is the obligation resting upon all God's consecrated ministers. And they are interested in continuously improving that ministry and becoming more efficient Kingdom publishers. A God-given provision for such improvement is the Theocratic ministry school.

Playing an important part in the conduct of the school is the school servant, whose responsibility it is to see that the school is conducted according to instructions and that the most benefit possible is derived therefrom. And not only the school servant, but also the minister who attends the school, must share in making it interesting. The first requisite to an interesting and instructive school is thorough preparation by all. Advance preparation will make for a more lively oral review, with both brothers and sisters participating. Variety can be obtained by assigning instruction talks to various competent brothers enrolled in the school. The judicious assignment of subjects to the brethren giving student talks will also aid in making the school more helpful.

In presenting counsel, school servants, be kind, sympathetic. Never be harsh or overly critical. Also avoid being frivolous. Rather, with meekness and understanding offer *constructive* criticism in a considerate, friendly manner. Give an encouraging word. In every speaker there are some good points on which you can make favorable comment. Do so. Display genuine interest in all students and publishers in the company; be alert to render assistance to all who need it in all features of the Kingdom ministry.

Benefit by Written Reviews

One feature of the school which has more than proved its worth to the minister is the written review. It is truly designed to improve knowledge of the Bible for use in ministerial service. The written reviews are not competitive, but are for each minister's individual edification. To get the most out of the review, one must put much into it, which means study. Studying for the written review need not be a burdensome task, but rather an enjoyable privilege. In addition to individual research, which can be most absorbing, family or other groups can review the lessons under consideration together. Do not fear the review because of the grade you might receive. That is only an incidental matter. All answers and grades are confidential. Of more importance is making every effort to make as much of this valuable information your own as possible. Keep your review papers so that you can refer to them from time to time. This will aid you even further in retaining the knowledge gained through the review.

In grading papers the school servant should use wisdom and good judgment. Thoroughly understand the questions and answers. When a student answers a question properly in his own words he should receive full credit. Also give partial credit to partially correct answers, indicating which part is correct. If there is doubt, give to the student the benefit of the doubt. By doing this, the school servant can do much to keep interest in the reviews alive.

Time may be taken in service meetings from time to time to stimulate interest in the school and the written reviews. Information that is especially valuable in the field ministry can be pointed out, showing the importance of participating in the review so as to retain this essential knowledge.

Our ministry school and the written review are an integral part of our ministerial training. "Fulfill thy ministry" by wisely making full use of this provision.

Pioneer Enrollment Advances

Faith Upholds Those in Ranks

The month of June has been outstanding from the standpoint of the pioneer ministry. New pioneers have steadily been accepting the opportunity to advance in Theocratic service, with the result that when June ended there was a total of 5,581 pioneers enrolled, well over two thousand more than there were last December when the old requirements were replaced. Furthermore, during June, 402 vacation pioneers came on the list, bringing their total number for this year to 620, an all-time peak of vacation pioneers! But June brings further good news concerning pioneers. The previous peak for total pioneer enrollments during any one month was in June, 1945, when 581 entered the ranks. June 1946 approached that number with 512; but June 1948 eclipsed both with 709 pioneers going on the list, the largest number for any one month that we have ever had in the United States! Truly the pioneer ministry is expanding, strong evidence of Jehovah's favor on full-time service.

Reaching the Goal

When the Society set the goal of 10 percent of the publishers in the pioneer service, our goal became 7,000 pioneers. Is there any possibility for us to reach that goal, even in 1948? The above figures answer for themselves. With 5,581 enrolled, only 1,500 new pioneers would bring us to our goal of 7,000 pioneers. It must be remembered, however, that many of the 5,581 are vacation pioneers. Therefore, in addition to the 1,500 new pioneers, the places of those who will be returning to school in the fall must be filled by others who can continue during the fall and winter months. But the challenge is there, as is the strong possibility that we can have 7,000 pioneers in 1948. What a privilege to be one of them and have a share in attaining to the goal!

Faith Upholds the Pioneer

Contributing to the reaching of our goal of 10 percent will be the continued zeal of those already enrolled; and those now entering as pioneers have the same prospects of many years of joyful full-time service. To continue, however, requires endurance and determination; to be a pioneer is a test of faith. There will be many trials as the fiery darts of the adversary seek out the full-time servant. But why should we expect otherwise? The same has been true down through the centuries and is no less to be expected now at the end of this old world.

Nor will the fact that pioneers may now engage part-time in secular work lessen the need for faith to turn back those darts of the enemy. The first few months will usually be the most difficult, until one's life becomes adjusted to the new routine. Though many blessings will come from stepping out into the pioneer work, it is not in one month or two or three that one tastes of all the blessings that Jehovah has in store for his full-time servants. Only faith makes continued pioneer service possible.

Are you now a pioneer or are you considering that forward step? In either case, go ahead in the strength of the Lord and refuse to give up easily. Have faith in God and give the pioneer service a fair trial. Combine with faith determination; determination to endure to salvation in the pioneer ranks and determination not to be 'swallowed up in the sea' by allowing secular work to consume any more time than absolutely essential. Be ever mindful of the yearly quota of 1,400 hours and make wise use of favorable weather, so that the end of the year will not find you unable to attain it.

Progress in the first six months gives every reason to believe that 1948 will be an outstanding year for pioneer enrollment as God's ministers, advancing in faith, grasp the opportunities which He provides for them.

INFORMANT

SEPTEMBER, 1948 "I will sing praises unto thee among the nations."—Ps. 57: 9, A. S. V. BROOKLYN, N. Y.

Endurance for Our and Others' Salvation

Three-Book Offer Points Way to Life for Many

Ministers to Launch Service Year with Build-up in Hours

Who among God's people has not framed in his mind a vision of the glorious New World, when war, hate, fear, disease and death will be no more; when peace, freedom and life will stretch on into eternity? Not in the far future, but in our day will life in that New World begin. Mere envisioning of it, however, is not enough. Wanting it with all our heart is no guarantee of salvation. Endurance is needed, endurance to the very end of this world in the godly work of gospel-preaching. As Jesus said: "He that shall endure unto the end, the same shall be saved."—Matt. 24: 13.

Demonic hatred of true worshipers reaches its zenith in these last days. Derision, jails, mobbings, even death, may await the Christian witness. But what shall we do? Cow in fear and quit the ministry? "Stick to your work," admonished Paul. Endure the hate, the mockery, the slammed doors, the railing and violence, the heat and cold. Endure it by steady, regular preaching from house to house and on the streets, by back-calls and Bible studies and public meetings. We must endure, for salvation depends on it, for ourselves and others. (1 Tim. 4: 16) And with Jehovah's help we can and will endure, as did Jesus and the apostles and a "great cloud of witnesses" before them, even unto life in the New World.

Pointing the Way to Salvation with September's Offer

Three bound books during September! Is not that too much reading matter to leave at one time? By no means, for this is a reading world. Books of every description encircle the globe. Millions read, many in quest for knowledge that will satisfy, and bring freedom and peace. But in vain, for this world's books know not the cause or cure for human ills. But *"Let God Be True"* does. *"The Kingdom Is at Hand"* will explain. *"The Truth Shall Make You Free"* can truly free an enslaved mind. What a beneficent public service, to offer three books, on contribution of $1.00, that with surety point the way to salvation! And with these, the enlightening booklet *Permanent Governor of All Nations* free.

From a surface appearance, our books are not unlike others. Covers, pages, printed words, table of contents and index are common to all, and at first glance the householder sees only this similarity. The need exists for an effective oral presentation, something said that will lift the literature out of the class of common books and rouse desire to secure and read Bible truth. It is suggested that each minister work up a good general presentation. The new catalogue offers worth-while talking points. Highlights abound throughout the books' pages. The theme in each publication is different, as is the manner of treatment. Speak with earnestness; show genuine interest in all you meet, regardless of religion, race or walk of life, and seek to apply the wise counsel of Colossians 4: 6: "Always put your message attractively, and yet pointedly, and be prepared to give every inquirer a fitting answer." (*An Amer. Trans.*)

Into the field, then, in city and rural areas, equipped ministers move in September. Up to a door, a cheerful 'good day', and from their lips come words of comfort to those who mourn. A return call, a book study, and another "sheep" is on the way to life. Streets, too, offer opportunities for godly service, as ministers across the land come into public view with their warm invitations, "Read *The Watchtower* and *Awake!*" or "Come to our free public Bible talk". Preach the good news! That is the way to endure, and the work that points others to salvation.

Start New Service Year with Build-up in Hours

Endurance does mean salvation for others, as proved by new publisher peaks during past months of 1948. In June 76,862 endured the world's hate, praising God publicly, to compare with 71,559 in June 1947. Reasonably, the total hours should have mounted. Yet, despite an increase of more than 5,000 publishers, total hours dropped. Why? You, the publisher, know the reason in your case. But a new service year opens up, and the important question now is: Will each minister purpose to show forth endurance by a steady build-up in hours in the field? Will you plan now to seek the ministry *first* each week, set aside so much time for godly preaching, and refuse to allow other matters to encroach on that time? Ministers of God, individually and as companies, might profitably analyze hour records over past months and ascertain what steps can be taken to build up time spent in the most important work in the world, the ministry of salvation.

Time is not ours to waste if we want salvation and desire that others gain it. It is consecrated to the service of the Most High, and upon its wise use may depend our life. Seconds tick out. Minutes run into hours, hours into days, weeks, months and years. Time goes fast, very fast now, as the final end looms near. What of September? Will your hours be hours of endurance in the godly work of preaching? Unitedly let us launch off into the new service year with determination to make the very most of service opportunities, enduring for our and others' salvation.

Three More District Assemblies

A *Must* for God's Ministers

"Oh taste and see that Jehovah is good!" Those words, first spoken by the psalmist many centuries ago, certainly are the heartfelt admonition that those who attended the recent district assemblies would give to those living in districts having assemblies during this month of September. "The most helpful, the most valuable, the most practical assembly we ever attended!" is the way ever so many expressed it. Yes, they appreciated the many helpful and practical suggestions given as to how we might improve our meetings and our ministry, the wholesome admonition that we might walk circumspectly and dwell together in peace and unity, the public discourse featuring the "Kingdom Hope for All Mankind", together with other stirring discourses by the president of the Society, some of which are already being enjoyed by all the brethren in the columns of *The Watchtower*. Coming assemblies will have still more blessings.

Now before us are three more district assemblies: for District 5 at Des Moines, Iowa, September 3-5; for District 3 at Chicago, Ill., September 10-12; and for District 1, at Providence, R. I., September 17-19. (The assembly the brethren are to attend will depend upon their old district number, not their new one, in the event there was a change.) These assemblies are conveniently located, and therefore not much travel will be required by the brethren living in the district. They should be a *must* for all the brethren residing in the districts in which they are held.

Make preparations to be there for the opening session and remain for the closing one. Go fully determined to take advantage of all the spiritual opportunities provided, for service, for instruction and for fellowship. There is every reason why the assemblies should see the greatest witness given in their respective cities to date. Do your part to help make such a fact. And do not overlook opportunities to witness en route to the assembly. Take literature with you for this purpose, be "instant in season and out of season".

To get the full benefit of the instruction given, ministers are encouraged not only to attend all the sessions and listen attentively but to take notes. Taking notes will help us to concentrate on what the speaker is saying, will help to impress more firmly on our minds what we hear, and will give us something of value to refer to and apply in our daily ministry. It will equip us to pass along the maximum blessings of the assembly to our good-will interest back home or to those of our brethren who, for one reason or another, were not able to attend.

We are living in perilous times when iniquity abounds. We cannot stand still; we either must advance to maturity or shall relapse into sin. If we do not want to lose the opportunity of having a share in the vindication of Jehovah's name and receiving the eternal life that goes with it, we must take advantage of every opportunity to grow to maturity. The district assemblies are provided for that very purpose. Therefore, let every servant of Jehovah living in the districts involved resolve, by the Lord's grace, to "taste and see that Jehovah is good" by attending his particular district assembly.

Supplies

With this *Informant* find report cards for each branch of the service, one for each month of the coming year, and the yearly report letter. Pioneers will have in addition their daily record sheets, and special pioneers their allowance request forms and a supply of report cards for the president's office, for those who use them. Starting September 1948, special pioneers will receive their allowances monthly. They will therefore make out an allowance request slip each month.

The report letter outlines the most effective method of reporting and co-operating with the Society. From reports coming in it is very apparent that some company servants seem not to have given proper attention to this letter in the past. It is therefore requested that the servants in each company study this letter carefully at a combined meeting, and a capable brother be assigned to take up at a service meeting such portions of the letter as apply to the publishers. Have him instruct and demonstrate to the entire company how they can all co-operate in making the company's report more accurate and dependable. Pioneers, special pioneers and servants to the brethren should likewise study this letter carefully and conform to its direction.

Draft Registration

All male persons between the ages of 18 and 25, inclusive, should register for the draft, as follows:

Persons born in 1922 after August 30, 1922, will register on August 30. Those born in 1923 should register August 31 and September 1; born in 1924, on September 2 and 3; born in 1925, on September 4 and 7; born in 1926, on September 8 and 9; born in 1927, on September 10 and 11; born in 1928, on September 13 and 14; born in 1929, on September 15 and 16; born in 1930 before September 19, on September 17 and 18. Boys born after September 19, 1930, should register on the day they are 18 years old or within five days thereafter.

"King for All Earth" Testimony Period

Awake! Campaign for October

Rural Activity to Be Stressed

Perhaps not all of us are gifted with the ability to write the message of the Kingdom forcefully and clearly, but we are all equipped with a tongue with which we can inscribe this message on the hearts of men of good-will, making them our living epistles, and we can bring it to them in printed form. Hence, like the psalmist, we reverently and joyfully sing out, "My heart is inditing a good matter: I speak of the things which I have made touching the king: my tongue is the pen of a ready writer. Instead of thy fathers shall be thy children, whom thou mayest make princes in all the earth." (Ps. 45:1, 16) Yes, it is concerning the King of all the earth, Christ Jesus, that we speak at all times and especially during the testimony period for October, "King for All Earth." To us it is a "good matter".

The month of October is to be devoted primarily to presenting a year's subscription for the *Awake!* magazine for $1.00. How appropriate this is, for *Awake!* consistently uses its "tongue" in extolling the King. We can conscientiously recommend this magazine to all men of good-will who long for the righteous rule of the King and his princes in all the earth. Truthful! Factual! Hope-inspiring! Every lover of righteousness should be reading *Awake!* regularly. But how many can we reach during the one month of October? Surely each company publisher can, with diligence, place at least one *Awake!* subscription, making it reasonable for the company to establish a quota equal to its quota of publishers for the year. Why, from our back-calls and book studies alone, a substantial number may be obtained. Be sure to offer *Awake!* on subscription to all who already show interest in the truth. Pioneers should strive to obtain one subscription per week, or four for the month. Surely this reasonable quota can be reached, by companies and pioneers.

Rurals Suggest Combined Offer

For all those who desire to do so, the offer of three bound books can be continued during October, placing with a year's subscription for *Awake!* the three books and the booklet for a contribution of $2.00. It would be well for pioneers to use this offer throughout the entire month, and especially is it adaptable to work in rural areas.

Many companies with substantial rural territory to cover found it impossible to reach everyone with the *Watchtower* Campaign offer at the first of the year. October will be an excellent month to put forth special effort to reach them, that they may have opportunity to obtain *Awake!* The combined offer will especially appeal to those who are somewhat isolated for certain periods of the year.

Days spent in the rurals should be full in order to accomplish as much as possible in the time available. What better way to finish off a busy day than having an open-air public meeting in some park or in the yard of a person of good-will or other suitable location in the rural territory? Make the most of your opportunities to laud the King.

In working small towns and rural communities, do not neglect to work the business sections too. *Awake!* is a magazine that appeals to busy business people. Now that business territory is not usually held back to be worked separate from the regular company assignment, attention should be given to see that it is properly cared for by the company. Business establishments should be approached in a businesslike manner, and the message presented briefly and courteously. Of course, publishers should be neatly attired in this work as at all other times.

Advance Preparation Essential

The one-month presentation of *Awake!* in October, 1946, was an outstanding success, and there is every reason to believe that it will be so again if we but catch the spirit of it, prepare in advance, and start promptly on October 1. Preparation is essential in any campaign, and especially so when it will last but one month. No time for lagging here! All praisers of the King, go into action at once! Company servants and advertising servants should ascertain immediately how many extra copies of *Awake!* the different publishers desire for introductory copies, so that extra distributors' copies may be ordered sufficiently in advance. Then what else can be done? Are there sufficient *Awake!* subscription slips on hand? (These should be carried in street work as well as door-to-door activity.) Are back-call names properly lined up so that each back-call and book study will have opportunity to subscribe for the *Awake!* magazine? Is territory and group witnessing activity outlined for the opening day? Are demonstrations being prepared to show publishers how to present the offer and make out subscription slips properly and completely? Most important of all, is every company publisher and pioneer convinced that *Awake!* should be in every home? If so, our hearts are ready to speak good things concerning the King and our tongues are equipped as the pen of a ready writer. Forward together, rendering praise to the "King for All Earth"!

Outdoor Public Meetings

By use of outdoor assembly places the brethren have been greatly blessed. When available the best outdoor meeting place is a public park. Because of the many people who frequent such places on Sunday it is easy to get large audiences of strangers. Each company that has accessible in its community a public park should arrange for the holding of a series of public meetings during the months of the year when it is warm and weather conditions permit outdoor meetings.

A letter for a permit to use the park should be directed to the authorities of the city operating the park. A letter of instructions as to procedure to follow in obtaining use of the park for public meetings will be mailed to the brethren upon written request to the Society's legal desk.

Gifts and Wills

It is natural for all persons to have a desire to dispose of their earthly possessions according to their own wishes. Persons who have not made proper provision before death leave their property and possessions either to relatives or, if they have no relatives, to the state in event they die without heirs. From time to time brethren who own property and who have much or little of this world's goods have inquired of the Society as to how they can see to it that their desires and wishes are fully carried out after they die. The Society through its legal counsel has always given proper advice to such inquirers.

The numerous questions by many brethren have now been covered in a *Memorandum on Gifts and Wills* prepared by the general counsel for the Watch Tower Bible and Tract Society. It is available to those persons who desire to see to it that their personal possessions are properly handled, either before or after their death.

Brethren when they are young and strong and busy in the Lord's work often say, "I will take care of the matter of the proper distribution of my possessions at a later time." Then some unforeseen accident or physical ailment suddenly strikes them, and the desired disposition of their personal property is not carried out according to their wishes. While the individual may have expressed to someone else what he desires to do with his personal possessions, these wishes may not be carried out because the proper legal formalities have not been followed before death. The Society's legal counsel has now prepared a *Memorandum on Gifts and Wills* that we believe will be of great aid to any individual who wants to see to it that his wishes are properly carried out and that someone else will not dictate what shall be done with his possessions after he dies.

This notice is not a solicitation of funds on the part of the Society, but it is a notice to the brethren that the Society will be glad to have its legal counsel advise you as to how to make proper provision so that your wishes will be carried out as you desire. If you write the Society asking for information as to how to properly handle gifts and wills, we will have counsel mail the *Memorandum* to you. It would be well for each person making inquiry to state fully his problem, as additional advice can be given if necessary. We feel sure this information will help many brethren to put their affairs in proper order so that they will make sure matters will be carried out according to their desire of honoring Jehovah and doing all things as unto the Lord.

Catalogue

Most of the companies are responding well to the new catalogue and are including orders for it along with other literature. Undoubtedly the publishers are following through with equal enthusiasm in making use of this provision for the further spread of the Kingdom message. It should be mentioned, however, that, due to the nature of the material in the catalogue, it should not be counted as a booklet on field service reports when placed. Remittance should accompany all orders for the catalogue, as it is a cash item.

Field Service Chart, 1949-50

The Society is now mailing to all companies the new company chart. With it will be found instructions for posting the company's activity for the coming year, beginning September 1. These instructions should be carefully studied by the assistant company servant and he should proceed at once to put the necessary information on the chart, such as the monthly averages for the past year and the 10-percent increase quotas for the coming year.

Here is recorded the result of the labor in the field, a mirror that reflects the company's expansion for the benefit of the whole congregation. But in addition to showing expansion, it shows wherein the company may improve. It helps the company keep a balanced service outline in order that all features of the service may expand.

Each month parts of the service meeting should be devoted to an analysis of this chart. This analysis can be incorporated with the monthly report of activity compiled from the assistant company servant's records and comparison can be made to see if the quotas for each feature of the service are being met. Weaknesses can be pointed out and encouragement given for an increase in such activity.

Putting to good use all the provisions of Jehovah we will be diligent in preaching this gospel of the Kingdom and will watch the increase of His praise among all nations.

Providence Assembly

The correct address for the rooming committee at Providence is WATCHTOWER CONVENTION, 22 Plainfield Street, Providence 9, Rhode Island.

Field Service Report

The September *Informant* is being printed before the vacation period so that the brethren will have it to use during the month of September. Therefore there is no field service report published for the month of July. The July and August field service reports will appear in the October *Informant.*

Foreign-Language Editions of *The Watchtower* Available

The Watchtower is being mimeographed semimonthly in the Tagalog, Ilocano and Hiligaynon-Visayan dialects. Subscriptions can be accepted for these languages at $1.25 for a year.

Publications Now in Stock

"The Truth Shall Make You Free" Study Questions .... German
"Let God Be True" ..... Armenian
"Let God Be True" ..... Ukrainian

Organization Instructions

The supply of *Organization Instructions* at present is low. Hence it is requested that companies order this publication sparingly, and only if urgently needed at this time. Some orders may be cut down. Perhaps new publishers needing copies can study those already in the hands of other brethren, until a sufficient supply exists to meet all needs. When more are available, announcement will be made.

INFORMANT

OCTOBER, 1948 "I will sing praises unto thee among the nations."—Ps. 57: 9, A. S. V. BROOKLYN, N. Y.

"King for All Earth" Testimony Period

All Publishers to Present *Awake!*

Spread of Light to Awaken Bedarkened World

Nineteen centuries ago Jehovah fulfilled his promise to provide the Messiah as the Savior and King of the world. The appearing of Christ Jesus fulfilled the fondest hopes of men of righteousness and touched off the greatest educational campaign ever undertaken up until that time.

The world in its bedarkened state, tainted with Jewish tradition and heathen superstition, needed more than ever the glorious light which would awaken it to the importance of true worship. Fittingly, Paul, an apostle of the Messiah, wrote, "Now it is high time to awake out of sleep: for now is our salvation nearer than when we believed."—Rom. 13:11.

Yes, even back there it was time to awake and serve the true and living God, Jehovah, and his anointed King. It is even more important that men awake in this day and acknowledge his son whom he has enthroned as 'King for all the earth'.—Ps. 45:1, 16.

Presentation of "Awake!"

October has been chosen as the month that will enable all Christians to give the peoples of earth an opportunity to awake and to be mindful of the times in which we live. This will be done by all publishers' diligently supporting the service schedule for October, which will be high-lighted by the presentation of a year's subscription for the *Awake!* magazine at the subscription rate of $1.00. Each publisher should strive to obtain at least one subscription, and companies should endeavor to place subscriptions to the number of their quota of publishers for the year.

Preparations by servants and publishers alike should already be underway to make this an outstanding campaign. Servants should make preparations by carefully outlining the campaign and adapting it to the local company. Demonstrations should be planned in order to aid the publishers to better present the magazine in the field. Arrangements can be made to have publishers who have obtained subscriptions relate their experiences for the benefit of the congregation during the month. A sufficient number of distributor copies should be on hand, and plenty of subscription slips for use in the field and on the street. Territories and back-calls should be lined up for group witnessing, and especially should arrangements be made to cover the small towns and rurals that were not covered during the *Watchtower* campaign conducted the first of this year. This provides good opportunity to cover the rural territory before the winter sets in.

Individual Preparation Essential

Publishers should study thoroughly the material in the copies they plan to use as samples in order to demonstrate the beneficial value of *Awake!* to truth seekers. Briefly but explicitly outline its features when presenting it at the doors and on the street. Give a copy of the magazine to the householder and let him leaf through it; undoubtedly one or more of the variety of subjects will appeal to him. *Awake!* contains timely articles on present-day happenings, political, religious, and commercial, which show the significance of such happenings in the light of Bible prophecy; educational and instructive information on the natural wonders that Jehovah has created; "Thy Word Is Truth," giving pertinent information on doctrinal subjects; and geographical topics which acquaint one with countries all over the world. To round out its coverage of vital information, a condensed summary of world news is given. All of this, geared to a purpose of magnifying the name of Jehovah and his King, Christ Jesus, makes *Awake!* a magazine worthy to be in the home of every person who desires to learn the truth.

Back-calls, also, on the subscribers for *Awake!* can be very effectively conducted. On calling back to check delivery, one might consider the subject explained in "Thy Word Is Truth," and thus open the way for a detailed study of the Bible using *"Let God Be True"*. Certainly all present back-calls and book studies should be given the opportunity to subscribe for *Awake!*

Awake! is also published in a number of other languages. Subscriptions can be accepted for the German and the Afrikaans (each semimonthly); the Danish, French, Greek, Portuguese, Spanish, Swedish, and Ukrainian (each published monthly). However, please specify plainly on the upper right-hand corner of the subscription slip if one of these languages is desired.

For those who desire to do so, the offer used in September may be combined, that is, an *Awake!* subscription and three bound books with the booklet *Permanent Governor of All Nations*, for a contribution of $2.00. Pioneers and publishers working in rural territory are especially encouraged to use this combination, but *Awake!* should be presented in every instance.

Full co-operation and a sincere desire on the part of all publishers to educate old and young, rich and poor, bond and free, in the glorious truth of God's Word will bring about a successful campaign and the wonderful blessing of the Most High God. Let our tongue be "the pen of a ready writer" as we go forth to spread the glorious light aiding all to awake from the slumber of this world and serve the "King for All Earth".

Making Remittances

The way in which the majority of the companies have adapted themselves to the use of the new remittance form is very gratifying. A few, however, are experiencing some difficulty. It should be noted, as previous instructions have pointed out, that the new remittance form (S-52) *replaces* all other remittance forms, including the one on the present order blank. Some companies have been listing their cash item remittances on the order blank instead of sending a remittance form. This should not be done. Nothing should be listed on the order blank remittance form. If you send money with your order, one of the new remittance forms should be filled out and sent with it and a duplicate retained in your files. This form is to be used for all company and pioneer remittances except those that are solely for subscriptions. If your remittance is only for subscriptions it will not be necessary to use a remittance form. The cost of the subscriptions can be shown on the top of the subscription record sheet.

A remittance must accompany all orders for cash items except when an actual credit balance due you is shown on your account. If cash items are ordered with campaign literature the remittance for such will be credited to your account at the time it is received by the Society and then the cash items will be charged on the invoice along with the campaign literature, thereby balancing the credit that has been previously made. Sometimes the invoice will not be listed on the statement until the following month. In this instance it will be necessary for the accounts servant, as he checks the monthly statement, to take into consideration the fact that money has been applied to the account for cash items that have not yet been charged to that account. Please fill out the Remittance Form *completely* each time.

Companies and pioneers may order additional supplies of the remittance forms as they are needed. They will be furnished free.

Publications Now in Stock

The Joy of All the People
—Armenian

The Joy of All the People
—Singhalese

The Joy of All the People
—Ukrainian

"Let God Be True" — French

"Let God Be True" — German

Readiness Essential to an Equipped Ministry

"Ready always to give an answer . . . in season and out of season." Ready to preach the gospel. Ready to teach the gospel. Ready to defend the gospel. Indeed, *readiness* is an essential to a fully equipped ministry. This readiness to minister is ably illustrated in the exemplary course of Christ Jesus, his apostles and his disciples. They exhorted one another in the faith, taught men of good-will concerning the Kingdom, and reproved religionists for their role of false ministers. They defended the ministry before "kings and rulers" and preached the gospel to all men. They were *ready* ministers of Jehovah.

So, too, modern-day public servants of God earnestly strive for this quality of readiness in their everyday ministry. To aid them in being thus prepared, the Lord has made available many instruments to equip the Theocratic minister, among which is the booklet *Freedom of Worship*.

Freedom of Worship contains features that are fitted for immediate action. The Christian's basic study and training receives deserved attention, as does proof of Scriptural ordination cherished by each consecrated servant. The minister's equipment passes in review, followed by a consideration of Theocratic tactfulness. Of use to every field minister is the coverage of gospel presentation in *Freedom of Worship*. Finally, the primary feature and purpose of the booklet, proper legal and Christian procedure in readily defending the true ministry before 'kings and rulers', receives thorough treatment.

Because of the influx of new ministers into the organization who are unfamiliar with its contents, a study of *Freedom of Worship* is most timely. Seasoned ministers will also benefit by renewing their knowledge of the booklet. A capable brother should conduct the study in *Freedom of Worship*, and sufficient time on the service meeting program should be devoted to its consideration. Practical demonstrations can be arranged, especially on those portions of the booklet having a direct bearing on local Theocratic ministry. Of course, individual study of its contents will not be neglected by ready Kingdom ambassadors.

We have all the more reason for obtaining a working knowledge of *Freedom of Worship* since the booklet *Jehovah's Servants Defended* is now out of stock. However, *Jehovah's Servants Defended* is still timely and should be used as heretofore by those possessing copies. Do not send orders for this booklet, as they cannot now be filled.

Freedom of Worship is, without doubt, an asset to the ready minister in properly answering every man regarding the Kingdom hope within him. Study it carefully. Utilize its suggestions.

Keeping Peace by United Praise

November Starts Two-Month Ministry with *"Let God Be True"*

Expanded Book-Study Service to Climax 1948 Calendar Year

Reeling under the deadly blows of two world wars and faced with another that threatens doom to civilization, weary men and nations take desperate steps to keep their shaky peace. Raise high the stock-pile of A-bombs! Search out new and more destructive secret weapons! Build up the armed forces to an all-time high! Maybe thus, their dulled senses reason, will a third world war be held off. Do the nations, however, really want peace, as they claim? Let them, then, behold and copy the ways of the one organization of unity and peace today, Jehovah's witnesses. But why do these enjoy what this world vainly seeks? It is because of their daily, united worship and praise, not of dying men and systems and the god of war, Satan, but of the great God of peace and His Prince of Peace, Jehovah and Christ Jesus. And Jehovah's people are determined to "keep the unity of the spirit in the bond of peace" by a steadily expanding united praise even to the very end of this evil world.—Eph. 4:3.

Praisers Spread Peace with "Let God Be True"

United praise during November will carry Jehovah's peacemakers in every state, city and village to the doors of thousands upon thousands of persons who yearn for peace but know not where to find it. The very appearance on the doorstep of an ambassador of peace, with sincere, joyful countenance and clean apparel, will favorably impress the good-will householder. As the Theocratically-trained tongue utters words of godly truth about the presence of the long-prayed-for kingdom of peace, a hearing ear inclines itself, and a searching heart and mind stir with a measure of hope. But how wonderfully is the want and need for a message of peace further satisfied by placement in their hands of that excelling Bible-study aid, *"Let God Be True"*, together with a booklet, either *Permanent Governor of All Nations* or *The Joy of All the People!* Talking pointedly and enthusiastically about the book's attractive and educational features, united praisers will find numerous opportunities to expand peace and joy among their many "neighbors" with *"Let God Be True"*.

Increase in Book Studies Anticipated

United praise does not limit itself to the oral and printed message imparted at the doors. Were this the extent of the minister's praise, few indeed would enter into the full, satisfying peace they crave. Back to the same territory did the "Prince of Peace" go to "preach the word" further, in a house, to interested hearers. (Mark 2:1,2) Up into a chariot did Philip climb, there to sit down and study the Scriptures with a newly interested one, and thus prepare him for a life of godly praise. (Acts 8:26-40) To the homes of the people, then, or wherever interested ones may be reached, will Jehovah's praisers at this end of the world return, again and again, to *study* with Bible believers the truths of God's Word, and thus prepare added thousands for a life as ministerial praisers of the God of peace.

Make expansion in book-study service, individual and company, your goal for November and December. Talk up book studies at the service meeting, around the family table, in homes of good-will. Bridge back-calls into Bible book studies, and give all the aid possible to one another to improve this vital feature of the minister's praise to Jehovah. Work toward the goal of at least one book study per publisher, and bring to a climax the calendar year of 1948 with a notable expansion in the only service on earth that spreads true peace among men of good-will, equipping them for God's praise.

Booklets will undoubtedly exceed books in number placed. Why not, then, make the most of your opportunity to start up studies in *Permanent Governor of All Nations* or *The Joy of All the People?* Paragraphs read and discussed, scriptures looked up, questions entertained and the theme of the booklet emphasized, and much joy enters the home of persons who hunger after truth, through an easily-arranged booklet study. Greater still will be their appreciation and benefit, however, as the alert minister arranges for placement and regular study of *"Let God Be True"*.

United praise during November will mean all ministers of God, including the recently consecrated ones, moving out from their private dwellings into the open field of public praise. There, from door to door and on the streets, and by an increase in home Bible book studies they will speak peace to men of good-will. Keep and spread peace by keeping busy as united praisers of Jehovah.

Pioneers' Change of Address

When pioneers change their residence, they should ALWAYS send a Change of Address slip showing what their full new address will be, allowing us about two (2) weeks to make the change in our stencils. Every time you change your address, be sure to leave your forwarding address at the post office where you *previously* obtained your mail. If, after changing your address, you get mail that has been forwarded from your old address, be sure to check to see if you sent us a Change of Address slip and if it has had time to be acted upon.

When changing your address, always use the form provided by the Society for this purpose. Every pioneer should have a supply of these on hand. It is not convenient to make a change of address when it is written in a letter with other correspondence, as Change of Address slips are handled separately from other mail.

Pioneers should ALWAYS designate *clearly* whether they are "Special Pioneer" or "General Pioneer", as delays are caused by a failure to do this.

Second-, third- and fourth-class matter cannot be forwarded without additional postage; therefore all such mail must be sent direct to the correct address in order to insure prompt delivery.

Proof of Expansion

Expansion? Yes, *expansion*. Of what? Of the true worship in the earth. When? Now! Proof? Consider: Last March we had a peak of publishers by more than 2,800 over our previous peak, in April, 1947. That was expansion. Then what? Did we slack the hand in April? No, but with the Lord's help we did still better in April. And May? Another peak. And June? Another, though slight, yet still upward. And now July, another peak, and that by more than 1,800 publishers. Five months in a row! Yes, today we see expansion in this land, even as the Lord through his prophet Isaiah long ago foretold.

Monthly Field Service Report

MONTHLY QUOTAS

	Pubs.	Av. Hrs.	Av. B-C	Av. Bk. St.
Sp'l Pios.	3,864	175.0	50.0	7.1
Gen. Pios.		120.0	39.5	5.3
Co. Pubs.	70,584	14.5	3.6	1.0

July Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bk. St.
Sp'l Pios.	454	158.5	55.8	6.7
Gen. Pios.	5,178	113.9	29.6	3.7
Co. Pubs.	73,034	13.9	3.1	.4

PUBLIC MEETING CAMPAIGN
Public Meetings Held: 5,159

August Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bk. St.
Sp'l Pios.	492	138.2	44.7	5.3
Gen. Pios.	5,085	109.8	28.7	3.8
Co. Pubs.	72,815	13.8	3.1	.4

PUBLIC MEETING CAMPAIGN
Public Meetings Held: 4,326

The field service report for August is a splendid one, even though it shows a slight drop (of 274 publishers) from July's all-time peak. This can be said because this is the best August on record, and that by more than thirteen thousand publishers. Expansion continues on!

Just to what extent we have been expanding the true worship in this land becomes still more apparent as we note the table below of total publishers for the respective months for the last three years.

	1948	1947	1946
August	78,392	64,704	60,042
July	78,666	68,999	56,423
June	76,862	71,559	64,749
May	76,840	71,717	65,044
April	76,639	73,512	65,922
March	76,373	67,192	64,182
February	66,840	64,075	60,434
January	66,589	66,689	59,724
December	69,487	69,876	57,604
November	68,257	65,964	63,030
October	71,125	63,809	64,215
September	69,259	64,072	64,223

The Lord gives the increase if we but do our part, and the report shows that we are doing it. Without doubt, the district assemblies, the circuit assemblies, the visits of the servants to the brethren, the pioneers, the servants in companies as well as the individual company publishers, all had a share in the increase. The brethren are appreciating their privilege of helping others, and so the work goes forward. Let us continue to do so, to Jehovah's praise, to the salvation of others as well as ourselves and to our ever-increasing joy.

The *Informant*

Its Purpose and Use

Even the remotest corners of the globe are now hearing the song of praise sung to Jehovah as a growing number of ministers sing with ever-increasing effectiveness. Comparatively small though the work of each individual may be, the cumulative result of harmonious effort is a resounding shout of praise to the Creator! No other work on earth is of greater importance or more worthy of every creature's unstinted effort. Everyone must hear that the King now reigns! The announcing of the Kingdom is far too important for even one voice to be lost or misdirected, whether that one be a pioneer, missionary in foreign service, isolated publisher, or one working in conjunction with a large company or unit. This unity of effort requires instruction, and such is provided monthly for our field service through the *Informant*.

The *Informant*, in effect a monthly service visit from the Society, brings reports on the results of previous activity, current organization instructions and directions for future campaigns. It is eagerly received and carefully studied by ministers who seek after greater effectiveness in the field. It contains instructions on how to most effectively utilize the "meat in due season" provided by the "faithful and wise servant", the Society. That is why the *Informant* is carefully considered at the weekly service meetings. Wise ministers will endeavor to get the most possible from the *Informant* on such occasions by listening attentively and participating to the fullest extent possible.

But how should the *Informant* be treated at these meetings, that its full value may be realized? Questions and answers with a final reading of the paragraph is a good method, provided that the questions are thoughtfully prepared in advance. One could not hope to accomplish the best results by hurriedly preparing the questions a few minutes before the meeting. Articles can be profitably covered too by means of extemporaneous talks. The speaker, however, must carefully analyze the material and cover it thoroughly, inserting material of his own when it serves to advance or illustrate the points of the article but not at the expense of instructions which it contains. The same may be said of dialogues or demonstrations. Discover the main thoughts of each paragraph and put those thoughts across, tying them in with local service where necessary. The planning and effort necessary to accomplish this within the time alloted will be well worth while, as it will reflect in more efficient service by all who attend the meetings.

Company servants in particular will see to it that the contents of the *Informant* are thoroughly covered and that assignments are given sufficiently in advance so that proper preparation can be made. Give clear instructions as to how the material is to be treated, and offer such assistance as may be necessary, yet allow the one assigned to work out the details as much as possible for the sake of variety in presentation.

The *Informant* is your servant. Let it work for you by deriving all of the instruction possible from each issue, to the end that all God's ministers will work in harmony and unison and the gospel will reach yet unnumbered persons of good-will.

INFORMANT

NOVEMBER, 1948 "I will sing praises unto thee among the nations."—Ps. 57: 9, A. S. V. BROOKLYN, N. Y.

Keeping Peace by United Praise

Book Studies to Play Important Role

"Let God Be True" and Booklet Presented

Neither peace nor unity find their beginning in the praise rendered by this world. Praise is there, to be sure, but praise of men and their varied but imperfect accomplishments; in fact, praise of almost everything except the Creator, who is worthy to be praised. No wonder they have no peace! However, there is one organization that praises God and seeks to follow the instructions of the apostle, ". . . keep the unity of the spirit in the bond of peace." (Eph. 4:3) Peace is granted as a reward for this proper praise.

Enjoying the blessings of peace, these servants of God are free to spread peace to others through united praise. During November they will do this by directing the attention of the people to the timely message in the book *"Let God Be True"* and either the booklet *Permanent Governor of All Nations* or *The Joy of All the People*, on a contribution of 35c.

Book Studies Essential

Experience has already proved the practicability of studies, for most new publishers have learned the truth through such studies. Where many studies are conducted the increase in publishers is usually rapid.

The conducting of studies with teachable persons is the individual responsibility of each servant before his master. None should sit back and wait for another to start a study for him, yet those who are more proficient realize that united praise can be effectively demonstrated by helping others to get started in this important field of service. It is another means of proving our integrity and caring for the life interests of our congregation, the meek who live in our territory.

During November, when both a bound book and booklets are being placed, there will be many opportunities to start studies. It is not necessary to wait until a book is placed. Frequently studies can be started in the booklets. They furnish a theme for the publisher and hence serve as an aid to a successful back-call. By being well acquainted with the material, a very interesting and lively discussion can often be carried on. Keep the discussion informal, ask a question, turn to the booklet for the answer, and soon a booklet study may be in operation. A few extra copies of the publication will prove helpful if others are present.

However, since our primary purpose is to start studies in *"Let God Be True"*, we must be alert for opportunities to switch from the booklet to a book study. Perhaps a point under discussion can be backed up with material from *"Let God Be True"*, thus introducing it and opening the way for continued study.

Share Peace Through United Praise

As soon as a study is started and truths concerning God and his purpose begin to fill the mind of the student, peace replaces former fears, but it is only through uniting with Jehovah's ministers in active praise that complete enjoyment of peace can be attained. The study is the proper place to start training these new prospective ministers. Let them know of your joys in service; keep them informed of the service program, the public meetings and *Watchtower* studies; tell of recent assemblies which so clearly illustrate the peace that exists within the organization of Jehovah. The desire to share this peace will motivate many to united praise.

Most, of course, will need a helping hand; an invitation to other studies, special calls to take them to meetings and introductions to other witnesses. While their forward steps into service must stem from a desire to serve, we can make those steps easier by continued assistance.

If the study attendant will accompany you to another study, help him to participate and later perhaps to assist you in conducting it. They need not be old in the truth to conduct a study. Having attended the one conducted by you they are now equipped to conduct one themselves, for even after only a few lessons they know more about the Bible than most churchgoers.

As the student progresses it may be possible to turn a study over to him, but it would be well for the original conductor to continue to attend from time to time to see that it is being properly cared for, or to further instruct the new conductor.

With the knowledge, then, that all must share in Jehovah's praise in order to share in his peace, let us give diligence to the starting of book studies with all who show themselves to be teachable, regardless of what, if any, publication they may have obtained. Then, let us make the study a center of Theocratic education where prospective publishers are instructed to assist others to praise Jehovah unitedly until all who live are bound together "in the unity of the spirit in the bond of peace".

Publications Now in Stock

"The Kingdom Is at Hand"—German
The Joy of All the People —Norwegian
The Joy of All the People —Portuguese
The Joy of All the People—Slovak
"The Truth Shall Make You Free" Study Questions —Norwegian

Godliness Means Proper Conduct

"Godliness is an everyday way of life. It takes hold on all of life's relationships, whether one is a father, mother or child, an old person or young, a slave or freeman, an employer or a laborer, an appointed servant . . . or just an average member. It tries to copy Jesus Christ . . . It strives to *do all things as if they were being done directly to God."—The Watchtower*, September 1, 1948.

Godliness means Theocratic living, 24 hours daily, for the Christian minister. It embraces proper conduct in the field, at company meetings, circuit and district assemblies. It means exemplary behavior in one's own home, at his place of employment, or wherever his steps may carry him.

In his everyday way of life, the minister will strive to be kind, meek, helpful, clean in habit, dress and speech, applying godly principles. Thus, whether out in the field of ministry or away therefrom, he will be serving God "day and night", and by his "good works" draw "sheep" to the King and the Kingdom.

Company meetings are vital for our continued life of godliness, with its gains. Attending meetings is important, but attending them *on time* is also important. Avoid getting into the easily-formed bad habit of coming late to meetings.

Gaining full benefit from meetings will necessitate attentiveness and concentration from start to finish. Distracting practices, such as whispering, candy-eating, etc., should be avoided during meetings. Parental oversight of children is a godly requirement. Needless noise-making and running about should be eliminated. By sitting with children of tender years, parents train them to be attentive and gain benefits from company studies.

In the field clean apparel and equipment, and wholesome speech, should characterize the godly servant. Staying "overtime" at homes of good-will, or even of brethren too polite to ask one to leave, is not a wise practice. If you have occasion to speak to your brethren while they are in the street work, do so with the dignity and respect becoming the lofty work in which they are engaged. Do not act facetiously or manifest indifference. Display seriousness, yet be pleasant and courteous to all who pass by.

Every day, in every part of Christian endeavor, make your life one of glory to Jehovah and profit to your brethren and those of good-will. Godliness in conduct will prove a healthful way of life, with rich rewards.

Reporting Baptisms

Baptism ceremonies at circuit and district assemblies have proved adequate for the majority of those being baptized in recent years, and those desiring to be immersed are urged to take advantage of this arrangement as far as possible. Occasionally, however, circumstances arise that make it necessary for baptisms to be administered by the local company or by pioneers or other isolated ministers. In such instances it is requested that a report be sent to the Society by recording at the bottom of the monthly report card the number baptized. This also applies to companies and pioneers in other countries reporting to this office. Any who have performed baptisms during September or October should send this information with their November reports.

A record of the date of baptism should be kept by the company on the publisher's record card, and it is suggested that the individual baptized also keep a personal record.

Awake! Binders

The Society now has a supply of binders for *Awake!* (symbol gb) similar to those that are being supplied for *The Watchtower*. They may be ordered at the rate of $0.85 each for pioneers and $1.00 each for company publishers and the public.

Field Service Report

MONTHLY QUOTAS

	Pubs.	Av. Hrs.	Av. B-C	Av. Bk. St.
Sp'l Pios.	4,557	175.0	50.0	6.5
Gen. Pios.		120.0	32.6	4.5
Co. Pubs.	75,682	13.2	3.4	1.0

September Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bk. St.
Sp'l Pios.	542	139.9	41.2	4.6
Gen. Pios.	4,228	105.1	29.6	4.1
Co. Pubs.	70,643	12.4	2.9	.4

PUBLIC MEETING CAMPAIGN
Public Meetings Held 2,444

NEW MONTHLY QUOTAS

New monthly quotas for the coming year's field service are published with this *Informant*. Since these are *monthly* quotas we should not wait until the end of this service year to do our expansion locally. Your company's quota appears on the company chart. Whether your group is large or small, let nothing hinder you from attaining it. Begin this month, yes, today, to see that next year the United States is among the countries that reach their increase of 10 percent. Can we have 80,239 publishers each month in 1949? Companies and pioneers, let us raise our voices regularly in praise of Jehovah, and the answer to that question can be an emphatic "Yes"! For our first report of the new service year we fell behind our quota by 4,826 publishers. By the Lord's grace, we will make that up by all of us doing our ministerial work in October and November. "I will . . . yet praise thee more and more."

"Setting the Mark" Testimony Period
Work for Peak of Publishers

"Set the Mark" with Book Studies

With the complete annihilation of Satan's abominable world-rule dangerously near, Jehovah's ministers hasten to obey God's command: "Go through the midst of the city . . . and *set a mark* upon the foreheads of the men that sigh and that cry for all the abominations that be done." (Ezek. 9:4) No holding back for these ministers now! Rather, 'through the city' they go 'setting the mark' by preaching the Kingdom message and proclaiming God's vengeance against this godless generation.

Worldly die-hards set their foreheads like flint against the warning message of his ministers. Nevertheless, there are multitudes of men of good-will toward God that 'sigh and cry' and turn with disappointment from this doomed system. Gladly they receive the figurative "mark" of perception and acceptance of Kingdom truth. *These* are the ones Jehovah's ministers will seek to assist during "SETTING THE MARK" Testimony Period, in December, first by presenting the month's offer *"Let God Be True"* and one 32-page booklet, preferably *Permanent Governor of All Nations* or *The Joy of All the People,* on a 35c contribution.

Reaching a New Peak of Publishers

Not only acceptance of the "mark" of truth, but confession thereof is required. Therefore a new peak of publishers is in keeping with the December Testimony Period. If each company will strive to reach its monthly quota based on a 10-percent increase over last year's average, a new peak can be reached in December. True, it is a bad month in many parts of the country because of winter's setting in. Still, those having the "mark" will not permit cold weather to chill their burning zeal to witness to the Kingdom.

In order to reach this new high, all ministers must co-operate in assisting irregular and inactive brethren, as well as new publishers, to 'set the mark'. To this end a full month of Theocratic ministry should be arranged by each company. The holiday season provides a splendid opportunity in this respect. Organized house-to-house group witnessing will be arranged. Magazine street work will also be appropriate, for thousands of persons will be engaged in holiday shopping. Also, advertising of public meetings will occupy its rightful place in reaching the peak. See that not one person associated is omitted in the invitation to 'set the mark' in December.

Another avenue of increasing the number of publishers locally is through book studies, for from home Bible studies new publishers enter the service. Ministers should not fail to call back on all literature obtainers and endeavor to establish a book or booklet study. Additionally, many interested persons with whom publishers have been studying now have the "mark" firmly set in their minds and are themselves prepared for service. But how can the matter of service be presented to book-study interest? Begin laying the groundwork for field activity well in advance. Emphasize points pertaining to service considered in the study; read *Watchtower* field experiences from time to time and discuss them; and, of course, relate experiences you enjoy in the local territory. Then, when the time is ripe, the alert minister can tactfully approach the matter of field service with ease.

"Setting the Mark" Service Meeting

Early in December each company will devote one service meeting to a discussion of reaching a peak of publishers locally. A consideration of the main article in the December *Informant* will strike the theme of the meeting and can be followed by a practical demonstration on assisting others in the 'marking' work. Experiences on aiding book-study interest to enter field service can be related, as well as having new ministers tell what supplied the needed spark that caused them to engage in Kingdom service. Outlining in detail the activity of the company in December will bring to a close the "Setting the Mark" service meeting. Properly planned, prepared and executed, it will give impetus to your efforts to reach a new publisher peak. By each one's taking advantage of December's full schedule of Kingdom activity, a peak of publishers can be reached.

Personal Subscriptions

A number of publishers have asked whether they can renew their personal subscriptions for more than one year. This is perfectly all right and in many cases preferable. Renewals for two, three, four or five years save the publisher and the Society the trouble of handling the renewal each year and the expense of sending separate money orders is avoided. Furthermore, the possibility of interruption of magazine service during the process of renewing is eliminated. If the subscription is for more than one year, the number of years should be plainly indicated in the space between "1 year" and "6 months" on the renewal or new subscription slip. If the subscription is to be in a language other than English, show the language at the top right-hand corner of the slip.

It will assist the Society if all the publishers will send their personal new and renewal subscriptions through the company. Care should be used to see that the handwriting is legible and that an accurate mailing address is furnished.

Pioneer Subscriptions

In the future the personal subscriptions of those who are entering the pioneer ranks will not be canceled. Their subscriptions will be allowed to continue the same as any other subscriber and may either be renewed or allowed to expire, depending upon the desire of the pioneer. Of course, it is not necessary for pioneers to subscribe if they do not wish to do so. They may continue to retain one of the seven copies of *The Watchtower* and *Awake!* for their personal study and files.

Those pioneers who do have personal subscriptions should keep in mind that each time they change their address it will be necessary to send in a separate change of address slip to notify the subscription department. This slip (L-201), which is used ONLY for magazine subscription address changes, can be obtained from the companies or ordered along with other supplies from the Society. Changes of address for pioneer subscribers will not be made from the pioneer change of address slip (SP-2) which all pioneers will continue to use as in the past. It is used only for pioneer mail and the seven copies of *The Watchtower* and *Awake!* which are handled by a department different from that taking care of subscriptions.

Our Theocratic Ministry School
"Theocratic Aid to Kingdom Publishers" to Be Used Next

Student Talks to Have Wide Variety of Subjects

How favored is the lot of Jehovah's ministers to be living in this day of Jehovah and share in the vindication of his great name through their ministry! No wonder the apostle Paul admonishes us to earnestly desire the better gift of prophecy, of preaching the Word of God.

The gift of prophecy that Jehovah bestows by means of the holy spirit must be cultivated by diligent study and consistent application in the field. To aid us in this the Lord has provided the company meetings, including the school in Theocratic ministry. During the past year and a half our studies in the textbook *"Equipped for Every Good Work"* and Bible-chapter reading have equipped us to better preach to skeptics, religious people, yes, to everyone. As this study now draws to a close alert ministers are asking, What next?

Our next textbook will be *Theocratic Aid to Kingdom Publishers.* It contains a wealth of practical information indispensable to the minister who takes seriously his commission to preach. True, we have studied it before; but how much has been forgotten in the three and a half years since we studied the first lesson! It will be profitable for us, as well as the many new ministers who have joined our ranks since then, to reconsider this textbook.

New School Schedule

With the November *Informant* is being sent a new speaking and lesson schedule, one for each publisher, which schedule begins with the week of November 28. To properly prepare for the lessons in *Theocratic Aid to Kingdom Publishers* everyone should carefully study the first two chapters. Further, it would be well to have the school servant scheduled on the service meeting immediately preceding the first lesson to discuss the first chapter, which calls attention to the value and need of studying this textbook.

As noted on the school schedule, the first and second student speakers will take their assignments from the book *The New World,* speaking on the subjects listed and from the pages or chapters given. The third speaker will alternate between any secondary article in *The Watchtower* and the main article in *Awake!* After *The New World* has been covered only the first speaker will take his material from the next bound book *"The Truth Shall Make You Free"* while the second speaker will alternate between the main and any secondary article in *The Watchtower,* and the third between the principal and any secondary article in *Awake!* Where the principal article in a certain issue of *The Watchtower* is considered under more than one main title heading (as in the September 1 and 15, 1948, issues), the subject as a whole is to be considered by the student.

Each student talk, still from six to eight minutes in length, is to be complete in itself, with introduction, body and conclusion, even though the assignment may be only a part of a chapter. While originality may be displayed in the choice of the introduction and conclusion, the body of the talk should be limited to the assigned material. In fact, it should be in the nature of an epitome, readily recognized by those familiar with the material. (Circuit servants, when lining up circuit assembly programs, will merely indicate "Selection from *The Watchtower*", or *Awake!* as the case may be, where no subject title is listed on the schedule.)

And what about the written reviews? They will be continued as heretofore except that the questions will be limited to the lessons in *Theocratic Aid to Kingdom Publishers.* Generally, written reviews will cover five such lessons.

Doing Our Part

This new beginning in the school will furnish a good occasion for the school servant to point out to students who have become lax their privileges in connection with the school as well as to encourage new ones to enroll. This includes persons of good-will desirous of increasing their knowledge and preparing themselves for the Kingdom ministry. Much study will be required of the school servant in order to properly counsel on coverage of subject, accuracy of statement, and whether or not the main points have been properly stressed.

Students will contribute their part by working diligently on their talks. Begin studying as soon as you receive your assignment, make an outline, keep thinking about it and discuss it with others. Aim to give the most representative coverage of the material that the time will permit, develop your theme coherently so that it will be easy to follow and make the presentation as interesting as possible.

The entire company should study the lesson in the textbook and then take part in the oral review. Give the student speaker respectful and close attention. And even though the material from the bound books will not be used in the written review, endeavor to read the assigned pages or chapters beforehand. Also, you should take the written review regularly, for it is to your benefit. Finally, seek to apply in the field what you have heard, for that, after all, is the purpose of the school. Doing so, you will be earnestly desiring and cultivating the better gift of prophecy, to Jehovah's praise and the salvation of creatures loving righteousness.

INFORMANT

DECEMBER, 1948 "I will sing praises unto thee among the nations."—Ps. 57: 9, A. S. V. BROOKLYN, N. Y.

"Setting the Mark" Testimony Period

Aid Newly 'Marked' Ones to Participate in Service

Individual Expansion Aids Toward New Publisher Peaks

Almighty God long ago foreknew the conditions that would exist on the earth in our day. He knew that there would be a distressing famine in Christendom, the modern counterpart of ancient Jerusalem, which would make it difficult for men to fill their minds with sufficient spiritual truth to satisfy their needs. And he knew what the remedy would be. For our comfort and direction he portrayed to his prophet Ezekiel how the truth would reach the minds of the people through a work in which we, his servants, could participate; and, as a warning to Christendom, her downfall was at the same time foretold.

Through Ezekiel we learn that just before issuing the command that unfaithful Christendom be destroyed by God's heavenly army, God makes provision to spare goodwill persons from her fate. This is to be accomplished by a modern "man with a writer's inkhorn" going through the antitypical city, marking the foreheads of those who sigh and cry by filling their minds with Kingdom truth.

We today joyfully accept our responsibility as set forth in the prophetic command given to the man with the writer's inkhorn: "Go through the midst of the city . . . and set a mark upon the foreheads of the men that sigh and that cry for all the abominations that be done."—Ezek. 9:4.

New Interest to Be Aided

To aid us in more efficiently 'setting the mark' during this "SETTING THE MARK" Testimony Period, we shall have as part of our equipment the book *"Let God Be True"* and one of the latest booklets, *Permanent Governor of All Nations* or *The Joy of All the People.* Combine these with determination and words fitly spoken from God's word of truth, and an effective instrument for 'setting the mark' has been created.

Not only will we be diligent in this service ourselves, but a special effort will be made in December to aid those who have recently 'received the mark' to pass it along to others. In our territories are many persons with whom back-calls and book studies are being conducted who would participate with us in the service if assisted and encouraged to do so. Explain the purpose of Kingdom service and why it is necessary for all who love the Lord and his kingdom to share in the marking work. Tact and discretion should be used at all times, of course; but sincere and persistent aid of these newly interested ones on the part of all publishers can result in achieving our goal for December, another new peak of publishers.

Individual Expansion Necessary

To reach a new publisher peak will require the diligent co-operation of circuit servants, servants in the companies, book study conductors and, most important, the individual publisher. *Individual expansion*—yes, here is where expansion really starts. Expansion comes by each publisher's individually expanding his service privileges. The increased services of all these individual publishers added together is what makes our hearts glad when we see the new peak published in the *Informant.* Climaxing this year's activity, then, Jehovah's servants will conscientiously say, "*I* will sing praises unto thee among the nations."

Let each of us, therefore, use these effective instruments that Jehovah has provided for our 'marking' work to expand our service privileges in our own territories. Throughout the year many, many books, booklets and magazines have been placed with the people. Among those who obtained these are many persons of good-will who would be glad to receive the "mark" and serve Jehovah. Back-calls made upon them and book studies conducted in *"Let God Be True"* will be the effective means to educate them for life eternal. However, education should not stop at the home Bible study. Invite these truth-seekers to the Kingdom Hall to partake of the spiritual food being dispensed there. This will include the service meeting too, for here they learn the importance of service and how to 'set the mark' on others. Interesting service meetings, planned well by conscientious servants, will do much to aid the new interest to appreciate the Theocratic arrangement. Let December's "Setting the Mark" service meeting serve as a model in this respect.

December presents the problem of colder or perhaps disagreeable weather, but this will not cause faithful educators to slow up. Rather, it will be considered as just another challenge to meet and overcome as we push ahead in the great expansion campaign. Arrangements can be made to capitalize on nice days and stress back-calls and book studies when other activity is not so practical.

Taking advantage, then, of all instruments that the Lord has given us for the pre-Armageddon 'marking' work, we will hasten to complete it before destruction of 'unmarked' ones begins. In full harmony with Jehovah's Theocratic organization, will join the evergrowing number of ministers who individually during December once more say, "*I* will sing praises unto thee among the nations."

I Will Sing Praises unto Jehovah!

This You Have Done "More and More", in October

New Peak of 82,217 Publishers

Again we have good news for all expansion-minded ministers; ministers who not only are glad to see the increase of the true worship in the earth, but who delight to have a vital part therein themselves. And what is that good news? This: In the second month of our new service year we not only have met our quota, but have exceeded it by nearly two thousand publishers! Yes, in this land, 82,217 ministers during the month of October took to heart the year's text, "I will sing praises unto thee among the nations," sang praises, and then reported that service. Six times since last January we have had a peak in number of publishers; this last one exceeding our previous all-time high by more than 3,000, and last year's peak by more than 8,000.

We rejoice to be, by Jehovah's grace, well on the way to realizing our quota for the year, which is an average of 80,239 publishers monthly. And though we got off to a rather weak start in September, no doubt largely because some brethren neglected to report, if we can maintain October's number of publishers for the next two months we shall have our ten-percent increase in average for the first four months. Can we do it? With Jehovah's help, we can!

True, for the majority of us, bad weather lies ahead. But, has there ever been a full month with weather so bad that a publisher could not invite one person to a public meeting and then attend it himself? when a publisher could not make one back-call or conduct a single book study in thirty days, and then report it? Of course not! So, while inclement weather may interfere with street and house-to-house activity to some extent, it need not eliminate them entirely; and certainly not our back-call and book-study ministry. There is every reason, then, for keeping throughout the winter the number of publishers that have reported for October. In fact, right now we are aiming for yet another peak in December. Just two years ago December was the best month of the calendar year, showing that it can be done. So, regardless of the weather, let each one with added determination take to heart the text, "*I* will sing praises unto thee among the nations," sing out Jehovah's praises during this concluding month of the year, and report without fail. Then sing praises unto Jehovah more and more, thereby also helping others to sing, and Jehovah will add the increase!

New Circuit and District Servant Talks

Circuit Assembly Program to Be Changed

As each circuit assembly comes to a close, those who attend return to their home territory with thankful hearts. They have been strengthened for further service and look forward expectantly to the coming of similar blessings in the future. The visits of the circuit servants to the local companies perform a similar service. It is to be expected, therefore, that all publishers look with interest to the progress of this helpful work in their behalf.

A new talk will be given by both the circuit servant and the district servant beginning January 1, 1949. The one for the circuit servant will be entitled "From Scarcity to Plenty". This announcement will make it possible for the proper handbills to be ordered in time for the next visit of the circuit servant to your company after this date.

The district servant's talk for the next series of assemblies will be "The Government of Peace". At the same time, January 1, 1949, some changes will be made in the circuit assembly program. These changes are directed toward giving local brethren a greater share in the program as well as to add variety and make the best possible use of the time that is set aside for the assembly of the circuit. Brethren selected to have a part on the program will be so notified by the circuit servant, who will instruct them on the details of their assignment. Those thus privileged will prepare diligently, as have the brethren called upon to take part on the program in the past, so that their presentations will prove edifying to those assembled.

Among the changes is the addition of three brief but valuable discourses to be given Saturday afternoon. All should put forth every effort to attend these and then share in the advertising work immediately thereafter. Under the new program arrangement, the *Watchtower* lesson for that week will be covered by a 30-minute discussion from the platform instead of the question and answer method regularly used in the companies.

The blessings of the circuit assembly arrangement in the past have proved the value of these gatherings of the Lord's people. Continued and enthusiastic support by all will insure these benefits in the future. Attend the circuit assembly in your circuit and also secure for yourself the benefits of the next visit of the circuit servant by full participation in the company's activity during the week of his visit.

"Showing Belief for Final Salvation"

Prepare Now for Eleventh Annual Subscription Campaign

Two Subscriptions and Bound Book to Be Offered

How foolish the course of this world! A striving for selfish gain, for that which brings neither peace of mind nor joy of heart; a way that seemeth right, but the ends of which are the ways of death. As Jesus so well said: "For what shall a man be profited, if he shall gain the whole world, and forfeit his life?" Those who are wise desire to be saved from this world and its present unsatisfactory conditions of insecurity, disease and death; from its wickedness and from its oppressive rule, and therefore they look unto Jehovah and his New World of righteousness for salvation.

To realize salvation at Jehovah's hands, however, his needy creatures not only must profess belief in him as the only true God and in Christ Jesus as his provision for salvation, but must *show* that belief by a consistent course of action, and they must continue therein until final salvation is realized. That is why the apostle Paul wrote the youthful minister Timothy: "For to this end we *labor* and *strive*, because we have our hope set on the living God, who is the Saviour of all men, specially of them that believe." —1 Tim. 4:10, *A.S.V.*

Foremost among the Society's publications to aid the lovers of righteousness to gain salvation in God's appointed way is the *Watchtower* magazine. For this reason the Society has again arranged for a *Watchtower* subscription campaign, the eleventh, beginning January 1, 1949, and continuing for four months. The offer will consist of a year's subscription for *The Watchtower*, a year's subscription for *Awake!* and a premium of "*Let God Be True*" or any other bound book that you may have in stock, together with a booklet, for a contribution of two dollars. Where the two subscriptions cannot be obtained, stress should be placed on the *Watchtower* subscription. If unsuccessful in that, then seek to place a bound book, and if that fails, then by all means endeavor to leave a booklet with them. (Where both subscriptions are obtained and a premium of a bound book and booklet is given, 80c per subscription will be sent to the Society. Where only one subscription is obtained, for either magazine, a booklet but no bound book will be given, and 90c will be forwarded to the Society. Pioneers will send the same remittance as usual for each subscription obtained.)

Presenting the Offer

One main field for obtaining subscriptions is, of course, the house-to-house activity. Therefore, after your brief introduction present to each householder *first* the two-magazine offer. *The Watchtower* and *Awake!* are ideal companions and each provides in its own unique way for the needs of men of good-will.

We know that there is no magazine that can compare with *The Watchtower* in value and importance, and that we continually delight in its life-giving message. During the past year it has brought us able discussions of the ransom, immortality, the operation of the holy spirit, the religious dogma of the trinity", how the Sacred Record was transmitted, the book of Jude, and many other subjects. All who read it benefited immeasurably from its wholesome admonition on proper conduct, in such articles as "Hearing Ears". Should not this magazine be in every home?

And can any magazine compare with *Awake!* for variety of interest, for alertness, for authentic coverage of important events, and, above all, for value in understanding the times in which we live and keeping *awake* to world conditions? Add to this a booklet and a beautiful bound book, such as *"Let God Be True"*, which contains clear and concise explanations of more than twenty of the fundamental teachings of the Bible. Who could hesitate to present such an offer as this at every door?

Therefore make your presentation with enthusiasm and conviction. You do have something very good to present. Single out interesting facts and important truths in this article or that one to high-light your presentation. That, of course, means first getting acquainted with the magazines yourself. Finally, remember Theocratic tactfulness. Be all things to all men, using persuasive speech to show them the way to salvation. Go from house to house in the strength of the Lord, obey instructions and look to Him to bless your efforts.

In addition to engaging in the house-to-house activity let us give all our back-calls and book studies the opportunity to subscribe. Also point out to them their privilege of helping others, such as their relatives and friends, to benefit from reading our publications. Some may wish to give a subscription to a friend as a gift. Thus they too can 'show belief for final salvation'.

The public meeting closing announcements and handbill distribution or street magazine work will provide other opportunities to briefly bring the subscription offer to the attention of people of good-will.

Proper Preparation Essential

To get the subscription campaign off to a good start will require thorough advance preparation, both by the company organization and by the individual publishers. Company servants should see to it that everything is in order: that the advertising servant has ordered the necessary increase in distributors' copies (as the Society now has ample paper to supply all the *Watchtower* and *Awake!* magazines that you need); that the accounts servant has sufficient subscription record sheets; that there is an adequate supply of bound books and booklets; that the back-call servant has his file in order for calling back on all having previously manifested interest; and that the territory servant has the territory in readiness. He will also see to it that there are sufficient subscription blanks on hand for both magazines.

Proper advance preparation will also include thorough consideration of the campaign at the service meetings. The various features of the subscription campaign should be clearly outlined to the publishers and with such enthusiasm as to fire all with zeal to have a vital part therein. Definite group arrangements should be made so that each one will know where and with whom he will work.

Individually, there should also be proper advance preparation. Each publisher should be fully equipped with sample copies, subscription blanks, books, booklets, territory, and his own testimony. Then, with heart full of appreciation for the privilege, let each one 'show belief for final salvation' by thinking subscriptions, talking subscriptions and obtaining subscriptions, to the end that 1949 will witness many more thousands regularly reading and benefiting from the *Watchtower* and *Awake!* magazines.

Properly Handling Subscriptions

Speed Service by Your Careful Checking

By checking all subscriptions carefully when obtained publishers can eliminate the most frequent causes for nondelivery of magazines and greatly aid the Society to handle this work more promptly. Note the following questions and check yourself on them when you fill out subscription slips.

1. Has every space on the slip been filled in, giving all the information that the slip requests?

2. Is it *neatly* printed? Could you read it *at a glance* if you had not seen the name and address before?

3. Did the subscriber check the slip himself after you filled it out and tell you that you had the correct and *complete* address (including city and state) at which he gets his mail? Did he initial it?

4. If you are in a large city, did you ask the subscriber for his postal zone number?

5. If it is for a foreign language, did you write this in the UPPER RIGHT-HAND corner of the subscription slip?

Next, the accounts servant should check each time he sends in subscriptions to the Society by asking himself these questions:

1. Are all addresses clear and correct? (It is easier to ask the publisher before it is sent in than after the slip is in our files.)

2. Are the subscriptions properly listed on the latest subscription record sheet and the money for subscriptions entered thereon?

3. Is the company name on *every* slip that is listed on the record sheet (including renewals, pioneer subscriptions and foreign-language subscriptions), and is this company name the same name that is on the top of the record sheet? (The purpose of the company's name appearing on the slip is to identify it with the record sheet, if necessary, after they have been separated.)

4. Is just *one* check, money order, or postal note enclosed to cover *all* of the subscriptions?

5. Are the slips placed loosely inside the folded record sheet, *not* stapled or fastened in any way, in exactly the order that they are listed on the record sheet?

6. Are all *Watchtower* subscriptions listed first, followed on the same record sheet with the *Awake!* subscriptions, instead of mixing the two?

7. Are subscriptions sent in *every* week, no matter how few there are, but no oftener than this?

8. Does the company servant carefully check all these points before he signs the record sheet?

If each publisher and each accounts servant can answer "yes" to the questions listed above for him, very few subscribers will fail to receive their magazines and the work in the office here can be handled much more promptly. Let each of us combine our zeal in obtaining subscriptions with a similar zeal in handling them and filling out the necessary forms.

1949 "Yearbook" and Calendar

All publishers have been looking forward to receiving the president's report on the results of our world-wide service of praise. The thrilling report for the service year just past is now available in the 1949 *Yearbook*, at 50c a copy. This valuable report should be read by everyone who is interested in the Kingdom and the world-wide expansion of its publication.

Also available is the new calendar. It prominently displays the text for the coming year above a beautiful illustration of an aerial view of Gilead. The calendar pad gives the names of the six Testimony Periods and service themes for the intervening months. Calendars are 25c each, or 5 for $1.00 when sent to one address. Company servants should immediately determine the requirements of all publishers, pioneers and persons of good-will associated with the company and send a combined order on the regular order blank. It should be remembered that *Yearbooks* and calendars are cash items. Each order should be accompanied by a remittance to cover.

Field Service Report

MONTHLY QUOTAS

	Pubs.	Av. Hrs.	Av. B-C	Av. Bk. St.
Sp'l Pios.	4,557	175.0	50.0	6.5
Gen. Pios.		120.0	32.6	4.5
Co. Pubs.	75,682	13.2	3.4	1.0

October Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bk. St.
Sp'l Pios.	513	162.2	57.0	6.0
Gen. Pios.	4,646	114.0	32.6	4.2
Co. Pubs.	77,058	14.4	3.4	.4

PUBLIC MEETING CAMPAIGN

Public Meetings Held 4,232

October *Awake!* Campaign

New subscriptions reported by companies and pioneers in the United States for October totaled 61,886. The total number of new *Awake!* subscriptions sent to this office from the United States and other branches was 72,570.

Publications Now in Stock

"The Kingdom Is at Hand"
Study Questions —German
The Joy of All the People —Twi

Out of Stock

Orders for *The New World* cannot be filled, as it is out of stock.